PRINTERS

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NEW YORK, OCTOBER 27, 1932

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WORLD'S LARGEST GRADUATING CLASS IN 1931, the largest of class ever graduated

from any educational

institution received its diplomas from the International Correspondence Schools at Scranton, Pennsylvania.

There was no rendezvous, no pomp or ceremony, no eulogy or baccalaureate. For the graduates would have had to convene from every part of the United States, from Canada, Mexico, Central and South America, from China and the islands of the sea.

Instead, in more than 7500 widely scattered family circles private celebrations were held - each graduate proudly conscious that, in completing his furrow of long, hard study, he had acquired the training needed to overcome the obstacles in the path of his personal progress.

For thirty-five years the "University of the Night" and Advertising Headquarters have been associated in the inspiring mission of carrying the message of hope and the facilities for study to those whom circumstance has deprived of an education.

We count it one of our greatest privileges to be enlisted in this service that, through the power of the printed word, has penetrated to and helped men in all walks of life in all parts of the civilized world.

N. W. AYER & SON.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA Boston Chicago San Francisco Detroit New York



GOOD NEWS from Milwaukee!

BETTER employment, rising farm prices, more active trade, all the signs of business improvement beyond seasonal increases have appeared recently in the Milwaukee-Wisconsin market. The evidence of greater activity at present is unmistakable. One of Milwaukee's leading department stores enjoyed the biggest business day of the past three years on October 15.

Sell this reliable market at one low advertising cost through The Milwaukee Journal—the paper with 100 per cent "home-read" circulation.

THE MILWAUKEE JOURNAL

Publi June Vol.

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PRINTERS' INK

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXI

NEW YORK, OCTOBER 27, 1932

No. 4

Needed: Sales-Minded Leaders

Closer Study of Consumption Called for by Advertisers of Tomorrow

By Roy Dickinson

What we need for the future is more sales-minded executives. The sales mind, not the production mind, is the force that is going to lift America out of its present troubles.

HENRY T. EWALD, President.

CAMPBELL-EWALD COMPANY.

The viewpoint of management must be redesigned to focus its planning on the manufacture of customers, not a product. The whole process of doing business must be based on what it costs to manufacture a customer.

G. E. STEDMAN,
Director of Market Planning,
CRAMER-KRASSELT COMPANY.

There never was a time when sales executives had such a responsibility placed upon them. They must lead the way. We have perfected production, in distribution little progress has been made. Distribution now calls for the same scientific study that made our ability to produce famous the world over. Market research and greater efficiency in selling are among the most important questions awaiting attention.

CHARLES F. ABBOTT,

Executive Director,

AMERICAN INSTITUTE OF STEEL

CONSTRUCTION.

I T would be easy to collect scores of remarks along similar lines made by executives. The only reason for using those quoted is that they were all made within a few days by thoughtful men in speeches or in private conversation in various parts of the country, from Atlantic City to Chicago.

A new viewpoint is making fast progress. It is realized now by many that production is not an end in itself. Goods must be produced only to be sold.

Congestion has always produced

I believe we are facing an era of business engineering which will take into consideration the fact that business is equally as dependent upon consumption as upon production.

> EDWIN W. EBEL, Market & Media Director, CALKINS & HOLDEN, INC.

Our practical objective is clear. It is the building up and maintaining of a purchasing power in the vast body of the American people which will fill our shops with work.

RALPH E. FLANDERS,
Past President,
NATIONAL MACHINE TOOL
BUILDERS ASSN.

We have fostered production as though there never could be enough. That consumption, long growing by its own pressure as natural gas flows out of the earth, presently must be planned and financed, has registered on few minds. But the time has come upon us now when we shall either make orderly plans for stabilizing and upbuilding consumption or we shall see the end of our economic system.

RICHARD H. WALDO,

President,

McClure News Syndicate.

fever in people and in business, too.
As soon as a group of business men produce faster than they can sell, gluts accumulate all along the line. Wholesalers and retailers are overstocked; makers forget profit needs and adopt desperate measures. In a big hurry to get rid of warehouse stock they antagonize regular distributors.

We need more sales-minded men in banking and manufacturing. We must have them, men who know that business health can be secured and maintained only by maintaining

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So we must have men in banking and in business who realize the absolute necessity of selling beyond distributors, into the homes.

The manufacturer in 1933 who relaxes his effort after his first steps in distribution have been consummated is in danger.

There was a time when production was king. The textile mills made merchandise, factors sold it. No one bothered to trace the goods through to the final buyer. There could be no balance between production and consumer use.

Trade-marking and advertising helped change that system. Yet it was so easy to produce with newer and better machinery that sales quotas for sales to distributors became the only balance, and they weren't enough.

Many people began again to look on production as the end instead of

the means.

In cases where there was evolved a steady, even flow of branded merchandise from the factory to the consumer, unhindered by gluts in the channels of distribution, many a business kept fairly prosperous even in a falling price market.

So some men came into leadership who accomplished an even flow of goods. They gauged production to fit profitable sales, searched out new markets, didn't go production crazy. Other men and industries did

just that.

Men who can see the value of an even flow, of less goods, perhaps, to final use, are the sort of salesminded men that Henry Ewald and others have in mind. So some of the statements I have quoted go far beyond their obvious meaning.

Two classes of manufacturers, then, are emerging, ready to start up the hill of the business roller coaster. One will still place his main reliance on production as an end. If he is in the radio tube business for example, he may again join the others in his group, produce many times as many tubes as will fit into all the radios, and try to sell them.

The other type will watch consumption even more carefully than he does his salesmen's quotas, keep his mind fixed on an even flow of goods from his factory to the consumer's home. He won't make as big profits at the start of the next boom as the "shoot the works" man, but he will prove a better business man, better and more skilful advertiser and better social asset.

Isn't it time to think over a few things we hope we've learned just as the smiling faces begin to go up this next hill in their roller coaster cars? Must we again fool ourselves with quota busting, too fast production at the expense of looking for and discovering first where and how profitable sales of smaller production can be made?

For let us remember that public speculation comes from new capitalization on speculative profits made by "boomers," who are the

production-minded men.

Some people believe that too fast profits made by uncontrolled production have much to do with the growing steepness of the drops after the booms. Someone said that any parrot who could say "You can't get around the law of supply and demand" could be called an economist. That is as far as many a discussion on economics ever gets.

Marshall's Economic Principle

Take a look at Marshall's principle. It is on page 286 of his "Principles of Economics":

"The continued rapid growth of any firm requires the presence of two conditions which are seldom combined (for long) in the same industry. There are many times when an individual producer could secure much increased internal economics by a great increase in his output; and there are many in

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"..but Marry where Money IS!"

PERSONAL IMPULSES . . sentiment, familiarity, vanity . . influence advertising, like marrying and other human contracts. The marriage rate is down a bit, however, . . except where money is.

Advertising seems to be sober mooded, too. And here the local newspaper fits the immediate need with exactness. It takes you with proven effectiveness, flexibility and economy to the market where Money IS.

In the Providence market, for example: Rhode Island manufacturing payrolls jumped over 33% in the last two months. . September carloadings in four principal R. I. cities were within one per cent of last year's. . and retail sales were within 11% (by Federal Reserve report) with 20% of the local stores reporting increases over 1931. . bank debits in the Providence center advanced 32% for the first week in October.

In this market the Journal and Bulletin alone reach two-thirds of the English-reading families in Rhode Island, and 19 out of 20 in A. B. C. Providence.

Providence Journal & Bulletin

Dominating New England's Second Largest Market

CHAS. H. EDDY CO.

Representatives R. J. BIDWELL CO

which he could market that output easily; yet it is seldom he could do_both."

It is my personal view that advertising advisers who deal with manufacturers looking ahead into 1933 should study the implications of that principle. The breaking of it, the habit of forgetting that an intelligent balance between factory production and consumer sales has often produced excess capacity, results in other dire wastes of capital, lost jobs for workers. It has made many a manufacturer (who now wishes he hadn't) keep far ahead of demand, then force impossible quotas on his sales force, impossible tasks on his advertising -like the people who made so many more radio tubes than there were sockets to take them. after the nimble nickel, but ending up with too much productive capacity.

Advertising advisers who look into the implications of Marshall's principle are going to do a far better job in closing the gap between producer and consumer. Perhaps they will develop a new and more efficient sales and advertising procedure. They will certainly look ahead to sell goods all the way to the home, thus curing the present evils to which Paul Faust referred so earnestly in PRINTERS' INK.* For fifty years the world's best minds have been applied to the improved technique of production with almost miraculous results for production.

The advertising adviser of the future will be taking his place as a control man on production, in close contact with the production management. He will act as an ambassador of the final consumer in the manufacturer's plant to point out that it is easier to change production machinery than to change the consumer. He may often advise that certain numbers in a line be discontinued because consumers aren't enthusiastic about them.

That would be a more sensible procedure in many cases than pep talks and hot selling "pressure" behind an undesirable item. Such a new concept is bound to make for better, sounder advertising technique.

Continuous production is possible only in a condition of continuous demand and the manufacturer who fails to keep a consumption chart or its equivalent, who looks only at "quotas" and production curves, is forgetting fundamentals of economics. He needs a more certain, not an always larger market. He needs a plant and an organization which will do the best they can with the volume they have and can get through normal growth, not a management that will double production on the first sign of increased orders and then fold up. cut and quit when bad times come on the scene.

Too rapid plant expansion led on by the hope of too much profit, too quickly, brings on inflation. Intense competition, in hopes of the now dimly seen boom somewhere ahead. leads to bidding on raw materials, labor and capital, raises prices and. most of all, deceives the expander as to the real extent of his demand. Just as this peak demand has reached the apex of the pyramid, then the great increase in consumer goods pours into the market at high prices and consumer demand. being satisfied for the time being, falls off. Demand falls to necessity and there is the enthusiast who was misled, with all funds wasted in excess equipment, unable to take advantage of low commodity prices.

Management is going to improve its mental as well as its mechanical technique. More precaution and foresight, less rush for the last dollar of possible profit, more estimation of profitable demand, all are coming.

Consumption engineering is coming into advertising right now in the head offices of advertising agencies, in the president's office of many a manufacturing plant.

A steadier flow of merchandise, a continual study of consuming habits and changes is being built as a brake and a control on production in the factory.

It is a far sounder basis on which (Continued on page 85)

[&]quot;Business Now Needs a Complete Job of Merchandising," August 4, 1932.

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THE DES MOINES REGISTER and TRIBUNE

230,221 Daily A. B. C. 208,243 Sunday

During the first seven months of 1932 Iowans bought more washing machines than they did during ALL of 1929. Regardless of depressions and elections, Iowans buy what they want. And they have the means.

Jot this down on the memo pad. The Register and Tribune with a statewide circulation cuts sales costs to the bone in the rich Iowa market where sales are being made today!

In New York talk to I. A. Klein, 50 East 42nd Street; in Chicago to Guy S. Osborn, 360 N. Michigan; in Detroit to Jos. R. Scolaro, General Motors Building, and in St. Louis to C. A. Cour, Globe-Democrat Bilg.

"THE DES MOINES REGISTER AND TRIBUNE IS THE BACKBONE OF MOST SUCCESSFUL ADVERTISING CAMPAIGNS IN IOWA"

Also operating Radio Stations KSO, Des Moines; KWCR, Cedar Rapids (both on N. B. C. Blue network); and WIAS, Ottumwa.

J. WALTER THOMPSON COMPANY

Product and market research
Merchandising
Complete advertising service in
newspapers, magazines, radio,
and outdoor

An organization operating on-the-ground in the market centers of the world

NEW YORK • 420 Lexington Avenue • 1 Wall Street
CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO · BOSTON · CINCINNATI · ST. LOUIS
LOS ANGELES · MONTREAL · TORONTO · · London
Paris · Barcelona · Stockholm · Copenhagen · Berlin · Antwerp
Bucharest · Sao Paulo · Buenos Aires · Johannesburg · Bombay · Sydney

Space Buyer More Valuable If Given Some Rope

A Suggestion for Sales and Advertising Managers, as Well as for Agency Executives

By William Gallow

Space Buyer, H. E. Lesan Advertising Agency, Inc.

COMING from an account executive, or perhaps from "gent. treas," these might be considered "five-fingered woids," as Jimmy Durante would say. But in this case they come from the other side

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William Gallow

of the desk, and emanate from many years of space-buying experience. This experience, supported by a liberal interchange of opinion with fellow space buyers, has convinced me that the full potentialities of this position are frequently overlooked by a good many agencies.

The very factors which have relieved the space buyer of the necessity of possessing a shrewd horse-trading instinct have at the same time given him a command of facts and an access to reliable sources of information which add a new importance to his job.

In my opinion—and I am sure at least a few agency executives will bear me out in this—the modern space buyer, with the wealth of market information at his command, is one of the most valuable agency contacts any manufacturer's sales manager could have.

This is no reflection on the importance of the regular contact man's or account executive's job. After all, he has plenty to do in the major directing of the account in all its phases—copy theme, art treatment, dealer co-operation and

But for specific marketing help, for detailed study of territories, for intelligent projection of advertising expenditures in sensible relation to actual or potential sales—for these things the client should have direct access to the space buyer. (Of course, I'm talking about the kind of space buyer who has really grasped the more important aspects of his job—not the type who is content to function merely as a high-grade clerk.)

How often, however, is the space buyer taken into conference with the client before the major aspects of a campaign are decided upon? How many account executives and sales managers consult him before projecting the objectives for any given territory? How closely is he kept advised of the progress of a campaign, in terms of results, after it gets under way? How much is he really told about sales conditions, territorial breakdown especially?

After all, the space buyer has a broader knowledge, ordinarily, of markets, both wholesale and retail, than any other one individual in the agency. He has access to data on local business conditions throughout the country, on local buying habits and prejudices, on competitive situations, which may be made immeasurably valuable to a client.

If this information is to be used to best advantage, it must be made available before the general features of a campaign are set, while things are still in the planning stage. Then an intelligent advance

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"...and if I am elected"

More often than not, the most prolific promiser turns out to be the punkest performer. And not alone in the field called, laughingly or profanely (depending upon how recently you've paid your taxes), politics.

Take this matter of Merchandising Service. The News was among the pioneers in the establishment of a Merchandising Service department. It has always conducted this department along sane, sound, constructive lines. It never has, and never will, make promiscuous promises for the sole purpose of landing an advertising campaign. What it does for one advertiser it will do for any other advertiser under similar conditions. What it promises in merchandising service it will PERFORM.



study of the sales figures or market conditions will often prevent the expenditure of money where there is no real sense in spending it—or reveal hidden potentialities in other areas which may have been completely missed! I have actually seen that happen.

This enlargement of the space buyer's sphere of activity is in line with present-day agency development. Agency service becomes valuable to a client in direct ratio to the attention his account receives from the agency as an organization, and not from one or two members as individuals. As a matter of fact, I have found that the bigger the account executive is in his own 'thinking, and the more confidence

he has in the worth of his own services to an account, the more he is inclined to fortify those serviceswith help from other members of the staff.

The agency should ask itself:
"What does the space buyer's job
in our agency amount to? Are we
getting the most out of him for
the benefit of our clients?"

If not, perhaps the agency is paying a man-size salary for a youth-size job—because if it is not utilizing the plus values of the man who sits at the media desk, it might just as well hire a good clerk to read the rate cards, make up the schedules as per order and type the contracts. The space buyer's job has plus values. Use them.

Baby Carriages to Politics

WHEN the Michigan State Senate convenes on January 4, 1933, it will more than likely have an advertising manager as a member. The Republican nominee for the Thirtieth District is W. F. Doyle, advertising manager of The Lloyd Manufacturing Company, Menominee, whose major interests have been concentrated on promot-

ing the sale of nationally advertised baby carriages and furniture.

Mr. Doyle based his campaign on the issue of national advertising for his State.

He will, in all probability, carry his campaign into the Senate chambers as the Democratic party in his district did not nominate a candidate.

Lee Maxwell Aids Relief Work

Lee Maxwell, president of the Crowell Publishing Company, has accepted the chairmanship of the publishers' group which will help raise funds for the winter program of the Emergency Unemployment Relief Committee of New York.

Ruthrauff & Ryan Add Staples to Staff

Lawrence S. Staples, previously an account executive with the Ferry-Hanly Advertising Company, has joined Ruth-rauff & Ryan, Inc. He will continue to make his headquarters at Kansas City, Mo.

Has Lea & Perrins Account

Lea & Perrins, Inc., New York, Worcestershire Sauce, has appointed the Richardson, Alley & Richards Company, of that city, to direct its advertising account.

Kite Goes to Chicago "Daily News"

M. C. Kite, for the last three years advertising manager of The Chicagoan and before that with the advertising staff of the Chicago Herald and Examiner, has been appointed rotogravure advertising manager of the Chicago Daily News.

Young & Rubicam to Direct Northern Paper Account

Young & Rubicam, Inc., has been appointed advertising counsel by the Northern Paper Mills, Green Bay, Wia, makers of Northern toilet tissue. This appointment is effective January 1.

Floing Starts New Business

Wilfred O. Floing has established, under his own name at Chicago, an organization specializing in layout, production of advertising art and industrial design. Offices and studios are at 333 North Michigan Avenue. Mr. Floing is returning to a field with which he has long been identified.

ell written
.... But
The Business
Week is a great
advertising
medium....

because it is so well ... read

CAN A PUMFI



FACTS NO ADVERTISER CAN IGNORE!

For the first 9 months this year The Chicago Daily News carried more Retail Advertising than any other Chicago daily or the two morning papers combined. For the first 9 months this year The Chicago Daily News carried more Grocery Advertising than any other three Chicago dailies combined.

Authority: Media Records, Inc.

THE CHICAGOAII

CONCENTRATED QUALIT

ALLEY OUAN

QUAN

National Advertising Representative ORGE A. 250 Park Av YORK

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO Palmolive Building PHILADELPHIA Record Bldg. DETROIT IN FRANCIS

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RIVE MILK?

66 TUST add water and serve," was never meant to apply to milk or to newspaper circulation. Water adds to the gallonage. but it does not add to the FOOD VALUE. From the consumer's standpoint it adds to the cost without giving him in return any proportionate benefit. So advertisers have come to fight shy of circulation, any part of which they have reason to suspect comes out of a pump.

In these days, when the convalescent tissues of business must be rebuilt, it is more highly important than ever before to make absolutely sure that there is no dilution or make-believe in the food from which you expect to get back your sales strength.

The Chicago Daily News has never attempted to develop phantom circulation. 400,000 circulation is 400,-000, and so labeled. There is no waste in Daily News circulation-96% of it is concentrated inside the 40mile Chicago trading area. No pumping has been done -no premiums used-no subscription contests employed. And, above all else, Daily News circulation has no Scatterville content whatsoever.

As a result of its highly concentrated quality, evening circulation, The Chicago Daily News, six days a week, month in and month out, carries more total advertising lines than any other Chicago newspaper-evening or morning.

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or Bids onadnock Bids.

NEW YORK 165 Broadway



Financial Advertising Offices CHICAGO 29 S. LaSalle Street

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No Matter How Detroit Votes It Will Choose *The News* for Election Returns

Because of its more than half-century reputation for fairness, accuracy and thoroughness of news coverage, The Detroit News is always relied upon by Detroiters for the last word on important events. The painstaking effort which enables this newspaper to report complete local election results ahead of other newspapers is merely a sample of the enterprise which has made The News the outstanding newspaper in the Detroit field from the standpoint of reader and advertiser. The News is Detroit's home newspaper because it has consciously been planned for home reading. 76% of its city circulation is delivered by exclusive carriers to the homes. No other Detroit newspaper has this coverage and no other Detroit newspaper has so much of its circulation where there is money to buy. The News covers 71% of the homes with incomes of \$3,000 and over.

The Detroit News

New York THE HOME NEWSPAPER I. A. KLEIN, INC.

Chicago J. E. LUTZ

The Come-Back of Advertised Brands

A. G. M. A. Answers Trade Commission Contention That Private Brands Are on the Increase

By C. B. Larrabee

WHEN the Federal Trade Commission late in September submitted a report to the Senate with the conclusion that private brands were on the increase, it was to be expected that there would be a buzz and stir of dissatisfaction in the camp of the manufacturers of nationally advertised products.

Superficially the Trade Commission report seemed to indicate that unless corrective conditions set in, the advertised brand would be in a parlous state. The fact was, however, that the report was based on figures gathered in 1929 and 1930 and that by September, 1932, many of the corrective conditions had been set in motion. The result was that the picture painted by the Trade Commission was as out of date as the "new economics" of 1929.

As representative of the leading food manufacturers of the country, the Associated Grocery Manufacturers of America, Inc., was forced to refute the conclusions of the Commission's report. considerable study and a consultation among leaders of that association, its reply has been issued over the signature of Paul S. Willis, president.

Early in his reply Mr. Willis makes the following significant

statement: "It is our sincere belief that never before has the future of standard brands been brighter for the primary reason that in the past the strength of the great popular selling brands of grocery products was simply taken for granted by everyone, whereas today the distributing trade in particular is conscious of this strength because standard brands have generally held their market in the face of most adverse conditions, as in contrast with the fact that the strength of other brands has been dependent in a large measure on particularly advantageous condi-

Private brand partisans will be almost certain to accuse Mr. Willis of whistling with assumed confidence as he passes the graveyard. A study of the facts and an understanding of what is going on behind the scenes will show that the manufacturers of advertised merchandise have reason today to be more confident than at any time for a number of years.

For the moment let us confine ourselves to Mr. Willis' report.

He points out that an examination of the Trade Commission's report clearly shows that a primary reason for private brand growth was the long profits in private brands as contrasted with pricecutting of manufacturers' brands. Furthermore, while private brands were earning for the chains a higher gross margin of profit than were standard brands, private brands were also selling at a lower price.

The Heart of the Situation

He then launches directly at the heart of the situation by saying:

"For the sake of emphasis let us again repeat that even the most extreme private-brand-minded chain operators recognize that the success of private brands is dependent upon acts of others and conditions not under the control of the private brand operators."

His next statement is an admirable summary of what actually happened:

"In 1929 prices began their great decline. The small manufacturer making private brands has always been able to operate with greater flexibility than has the larger

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making standard manufacturer brands. Consequently, the private brand manufacturer is able to take advantage of commodity declines more rapidly than is the manufacturer of standard brands who usually purchases his raw materials long ahead in order to insure ample supplies of the proper quality and uniformity, and who has a large organization maintained exclusively the distribution of This advantage of the brands. private brand manufacturer is, of course, reversed on a rising market, such as exists today.

"Therefore, beginning in 1929 conditions were highly favorable for the private brand manufacturer and distributor, for at such a time under these conditions there was a larger profit in the distribution of private brands permitting at the same time a lower consumer selling price than would be normally the

case

"During 1930, 1931 and up to the spring of 1932, commodity prices continued to decline and during the greater portion of this period private brand sales so far as this factor alone was concerned were merchandised under a highly

"However, two other factors were accelerating in importance—namely surplus quantities of grocery products and distress selling. Thus great quantities of unknown brands and cheap brands of grocery products as well as all other

cery products as well as all other commodities were dumped on the market regardless of cost and were sold at an extremely low price.

Private Brands First to Feel Price Competition

favorable condition.

"Now, comparatively few private brands enjoyed strong consumer demand. Most private brands were too new in the market to enjoy known value from a consumer standpoint. Consequently, private brands were the first to feel this new price competition and in order to be sold in volume had to be priced very low.

"The unknown brands had stolen the consumer price appeal of private brands. At the same time by their price competition they had materially reduced the margin of profit derived from the sale by the distributor.

"Therefore, this condition made private brands more difficult to sell and destroyed at least a part of their attractiveness from a profit standpoint."

Not for a long time will this country see such an unreasonable flight to the price appeal as it did during the later days of 1931 and the early days of this year.

Praise for Those Who Stuck to Their Guns

The inevitable result of such a price panic was that quality was thrown overboard even by some manufacturers whose business had been built on a basis of quality. What they overlooked was the fact that the consumer was not one-tenth as bargain-minded as manufacturers and retailers believed. No amount of praise can do justice to that courageous group of advertisers who stuck to their quality guns in the face of what, for a few months, had the appearance of almost certain defeat.

While all this was going on the manufacturers were finding themselves able to adjust their prices more quickly in accordance with declining commodity costs, with the result that the price gap between private brands and advertised brands of comparable quality was steadily decreasing. Many people, disgusted with poor quality, were turning back to brands

of known value. "The turning point of a gain favoring standard brands probably occurred about January 1, 1932, says Mr. Willis. "At that time, according to published statistics, the records of the largest distributors indicated that they could no longer hold their tonnage by means of further price reductions. When the price appeal lost force with the consumer, the opportunity for increased private brand volume was lost, for if private brands could not be sold on price, they could only be sold by merchan-Very few of the grocery chains have facilities to build brand demand by advertising. This

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ce, they nerchangrocery build g. This applies to even the largest of the chain organizations who have been able to specialize only in comparatively few items.

"By approximately April or May of this year nearly every private brand exponent had come to realize that excepting in isolated instances, the future growth of private brands was limited.

"Private brand profits down and belief was current that profits would stay down for some years to come. Therefore, the incentive for merchandising private brands was reversed in trend. Furthermore, it was no longer possible to sell many private brands at a large differential in price under standard brands.

"Therefore, private brands were becoming more difficult to sell. Once the distributing trade determined that no longer could they count on large profits from their private brand operations to offset distributing losses in the sale of standard brands, they put forth the strongest efforts to curb the extremes of price-cutting on their brands, the trend of profit on the distribution of standard brands has been increasing.

"Results of a survey partially completed in the markets of New York City; Columbus, Ohio; Detroit, Mich.; Richmond, Va.; troit, Mich.; Richmond, Va.; Omaha, Nebr.; Chattanooga, Tenn.; Buffalo, N. Y.; Fargo, N. D.; Little Rock, Ark.; Chicago, Ill.; Boston, Mass., and Pittsburgh, Pa. confirm the fact that private brand sales as a whole are not increasing and that the price-cutting situation on manufacturers' brands is improving."

Two Striking Experiences with Private Brands

There are certain factors which Mr. Willis for obvious reasons of policy cannot discuss. For instance, he does not mention some of the bitter experiences of rabid There private brand advocates. are two striking examples that he might have quoted with telling effect. One is that of a large chain and the other that of a large volun-

The chain launched upon a rigid

private brand career a number of years ago. Seemingly its ambition was to eliminate advertised brands except as demand items. It believed that by its own advertising and by its own pushing tactics it could bring this demand down to a minimum.

It overlooked entirely the fact that consumers today have been educated to demand a choice; that if they don't like Brand A they would like to try Brands B, C and This is a lesson that A & P has learned, with the result that even when it is engaged most vigorously in pushing its own brands it frequently features specials on advertised brands. Although A & P has not been consistent in its policy, in almost every instance it has found that there is real consumer demand for welladvertised items.

A Voluntary Had a Similar Experience

The experience of the voluntary chain mentioned was very similar to that of the regular chain. Both had to make a radical shift in their policy and today both are carrying many more advertised brands than they did a few years ago.

Furthermore, Mr. Willis could not mention the fact that both chains and voluntaries are today coming to the manufacturers and frankly admitting that their course was wrong. The writer recently was told, in confidence, of at least four cases where leading chain and voluntary operators have told manufacturers that they were ready for a new deal.

Another factor that has affected the chain's attitude toward private brands is the fact that experience has enabled voluntaries to reduce their costs of selling to a point where they can compete quite sucwith their chain comcessfully petitors.

At first thought this might seem to encourage the chains to push their own private brands where they can get a greater margin of profit. But the fact is that many of the chains, now that there is such a small spread between the profits on standard and private brands, have learned the lesson of the Louisville Survey that it costs money to push unwanted goods.

Another factor which Mr. Willis could not mention, because it touches on a mistake made by some of the members of his association, is the fact that most manufacturers have changed their attitude toward the retailer.

In the gay days between 1922 and 1929 some manufacturers were foolish enough to believe that they could force their merchandise on retailers regardless of profit margins and that dealer enmity did not count in the face of consumer de-Some of them are still mand. licking their wounds after their unfortunate experiences.

Today leading manufacturers in both the food and drug fields are offering more real and sincere help to the retailer than ever before in the history of American merchandising. That the retailers do not always seem to appreciate this fact is due to the bad tactics of the manufacturers during the decade

before 1929.

Several of the self-service chains have recently been making interesting experiments. One of the largest chains of this type in the West is at the present time engaged in eliminating all small demand merchandise from its shelves and it is doing this regardless of whether the merchandise is standard or of its own private brands.

In the self-service store advertised merchandise has a better chance to stand upon its own merits than in any other place. If more chains and voluntaries would make the test that this Western group is making there would be unmistakable indication of the high place that advertised merchandise holds in the hearts of the American public.

The big question facing the manufacturers of this country today is whether they are going to have the foresight and the courage to apply the lessons they have learned during the last three bitter years. Thousands of retailers have long memories and in their minds is a big question mark regarding the sincerity of the manufacturers who today are offering help and co-operation that they refused in 1928.

After talks with a number of leaders in the food and drug field, I believe that manufacturers have learned their lesson and today have a true picture of the inter-dependence of all the factors in the field of distribution. To be sure there are still some Bourbons, but the force of circumstance will elimi-

nate them.

The last three years have been discouraging years from the profit side but they have been highly encouraging years for the proponents of advertised merchandise. Anyone who is inclined to doubt the force and value of advertising will do well to study the financial histories of leading food and drug advertisers since 1929. The answer is writ there in large and encouraging figures.

California Papers Consolidate

The Santa Barbara Morning Press and Daily News have consolidated and will be published by the News-Press will be published by the News-Press Publishing Company, a new firm. Thomas M. Storke, publisher of the Daily News, will be president and general manager. The two papers will be published separately with a combined Sunday edition.

Appoint E. T. Howard

Revillon Freres and the S. M. Frank Company, Inc., Frank Medico pipes, both of New York, have appointed the E. T. Howard Company, Inc., of that city, to direct their advertising accounts. Newspapers and magazines will be used on the Revillon account and magazines on the Frank account.

Schaeffer with "Liberty"

Herbert R. Schaeffer has joined the sales staff of Liberty, handling the Pennsylvania and Southern territories, with headquarters in New York. Mr. Schaefer was recently with the contract division of Erwin, Wasey & Company, and, prior to that, had been with the B. F. Goodrich Rubber Company and the Wn. H. Rankin Company. H. Rankin Company.

Curtis Heads Campaign

Cyrus H. K. Curtis has been appointed honorary chairman of Philadelphia's United Campaign for welfare work. The campaign aims to collect \$6,000,000 for welfare and emergency relief. The drive, which will embrace 146 welfare agencies, will open November 14.



TOILET PREPARATIONS

The Chicago American influences the purchase of more toilet requisites than does any other Chicago newspaper, daily or Sunday; since 1928 it has led them all in Toilet Preparation linage, continued to do so in the first nine months of 1932. As witness the figures which follow, showing total Toilet Preparation linage in all Chicago papers, daily or Sunday:

CHICAGO AMERICAN282,033 L	INES
Second Paper (Daily)234,061	64
Third Paper (Daily)	66
Fourth Paper (Sunday)218,316	66
Fifth Paper (Daily) 94,169	66
Sixth Paper (Sunday) 79,517	66
Seventh Paper (Daily) 55,315	66
Eighth Paper (Sunday) 8,651	64
Ninth Paper (Daily) 1,858	66

Authority: MEDIA RECORDS

CHICAGO AMERICAN

a good newspaper now in its TWELFTH YEAR of circulation leadership in Chicago's evening field

National Representatives:

RODNEY E. BOONE ORGANIZATION

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Mr. James Declares a



THE BOONE MAN REPRESENTS HEARST NEWSPAPERS 2 7

New York Journal Albany Times-Union Syracuse Journal Rochester Journal Los Angeles Examiner

Boston Advertiser Albany Times-Union Syracuse American Los Angeles Examiner

DAILY Boston American Baltimore News Washington Herald Washington Times San Francisco Examiner Seattle Post-Intelligencer

SUNDAY Rochester American Detroit Times Omaha Bee-News San Francisco Examiner

Atlanta Georgian Chicago American Detroit Times Omaha Bee-News

Baltimore American Washington Herald Atlanta American Seattle Post-Intelligencer

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aPRINCIPLE

"The greatest merchandiser the world has yet known is the modern newspaper. By that path, business will start its upward climb" . . . statement of Mr. F. G. James, Sweeney & James Company, Cleveland.

WE AGREE. There is ample evidence that many businesses have already started their upward climb . . . scores of advertisers who have picked markets where conditions were well known, then pounded those markets with the productive store-door pressure of fighting newspapers that brook no denial.

An unknown gasoline distributor secured 600 of the best filling stations in a large city within a year; a maker of creamery products added several new chains and scores of independents; an automobile polish trebled its number of outlets and substantially increased sales.

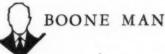
These are not isolated cases. Many other successes, in the face of adverse general conditions, attest the fact that sales campaigns do succeed when markets are attacked with accurate knowledge of conditions and the merchandising pressure of newspapers.

The Boone Organization represents 27 of the Hearst newspapers that are built upon this profit-making principle. circulate in 14 great markets of 31,000,000 people, in each of which certain manufacturers have scored successes.

ENTS

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RODNEY E. BOONE ORGANIZATION

A UNIT OF

ADVERTISING HEARST SERVICE New York

Boston Rochester Chicago

Detroit Atlanta Philadelphia

Cleveland Los Angeles

Seattle

San Francisco

Planning a Successful Advertising Recipe Book

There Are Several Good Methods of Getting Women to Use Cooking Information

BRIGDENS, LIMITED TORONTO, CANADA Editor of PRINTERS' INK:

I would appreciate it if you would give me a list of the articles that have appeared in your magazine on cook books.

The lists you have supplied me in the past on various subjects have been of great help.

G. G. Brigden, Sales Department.

A MOST common form of advertising cook book is that in which a number of recipes are given, and are roughly classified into various groups such as salads, soups, desserts, etc.

An example, chosen at random, is "A Cook's Tour with Minute Tapioca." Here tapioca dishes are divided as follows: "9 Irresistible New Desserts," "Whole Family Desserts," "Tapioca and Ice Cream," "Tapioca and Pie," "Soups," "Tapioca with Vegetables," "Fish and Meat Dishes," "Egg and Cheese Dishes," "Sandwich Fillings."

The majority of advertising recipe books follow some such system of classification, varying, of course, with the nature of the product.

A less usual but fairly common method of arrangement is the menu grouping. Here the advertiser works out complete menus for various kinds of meals from breakfast and children's lunches through to informal dinners or teas.

A National Biscuit book, "Menu Magic," for instance, gives complete menus for a number of meals with one dish from each meal picked out to have one of the company's products as a basic ingredient. The Corning Glass Works uses the menu idea featuring in each meal from two to four or five items prepared in Pyrex dishes.

The menu idea is particularly effective for an advertiser who has a product such as Pyrex or some food of general use and wishes to emphasize the variety of ways in which it can be employed.

Frequently the classified and menu ideas are combined in one book. Servel offers an excellent example of this. In the early part of its book it gives menus for a number of different kinds of meals. This is followed by a classified list of dishes mentioned in the menus. For instance, if the woman finds marshmallow pudding listed in one of the menus, she refers to the index in a later part of the book and finds a recipe for this particular dish.

Surprisingly few advertisers have used this excellent combination of ideas. It has almost no disadvantages and has many advantages not found in either the classified book or the menu book.

Heinz Has Specialized Books

A number of advertisers issue specialized books. For instance, the H. J. Heinz Company, publishes a special book of salads, another of meat cookery, another of quantity recipes for institutions and camps, etc. Such a scheme is practical only where a company has a large line or where a comparatively small line of products can be used in almost all types of cooking.

Another type of recipe book is the party book.

Coca-Cola in its "When You Entertain—What to Do and How" calls upon Ida Bailey Allen to write a manual for parties. She not only tells how to plan the parties, how to arrange the tables, but also gives sample menus in which, of course, are included Coca-Cola.

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The Reid Ice Cream Corporation does the same thing in a more limited way, describing various types of parties and suggesting the use of ice cream wherever possible.

Closely allied to this is the etiquette type of cook book which ing

Cooking

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course, poration a more various ting the possible. the etiwhich

gives a lesson in table setting, serving, etc. Wilson & Company issue such a book which is liberally illustrated and is full of suggestions for menus, the use of various types of glass and crockery, the setting of tables, the planning of parties, etc.

Because of the wide interest in infant feeding a number of companies issue specialized recipe books with feeding schedules for children. Such a book, "Feeding the Child for Health," is issued by the California Fruit Growers Exchange. This contains a great deal of sound advice on what the child should eat, gives various menus and has a liberal number of recipes.

This type of book must be carefully planned so that it does not interfere with the work of child specialists who resent the efforts of advertisers to get over into the field of medical advice.

An interesting variation of the recipe book is to be found in such a publication as "67 Prize Winning Ways to Serve Sausage."
Such books belong in the general classification but by using the prize idea they add a fillip of interest and give women the impression that here are actual tried and tested recipes submitted by housewives.

With the great variety of methods to choose from, no advertiser need complain that it is difficult to get out an interesting and effective recipe book. For those readers who would like to read the articles that have appeared in Printers' INK and Printers' INK Monthly on recipe and cook books we have prepared a list. This will be sent on request .- [Ed, PRINTERS' INK.

Detroit Bureau Again Elects C. W. Brooke

Charles W. Brooke, chairman of the board of Brooke, Smith & French, Inc., has been re-elected for the fourth time as president of the Detroit Better Business Bureau. Members of the board of directors are: Harry C. Patterson, Detroit News; Otis Morse, Detroit Free Press, and Jesse W. Fleck, Detroit Times.

New Business at Tulsa

The Sales Promotion Service Com-The Sales Fromotion Service Company is a new advertising business at Tulsa, Okla. A. W. Franke, formerly advertising manager of the Harrison Smith Company, Oklahoma City, is head of the new company. L. C. Farnham is art director and W. O. Wiseman is chief copy writer.

Becomes Cole & Meyers

Paul A. Meyers, who has been representing Sports Afield in the Middle West, has joined F. E. M. Cole, Inc., publishers' representative, Chicago. The firm will hereafter be known as Cole & Meyers, Inc.

Hooker with Gale & Pietsch

H. A. Hooker, formerly vice-president of Julius, Glidden, Chase & Hooker, has joined Gale & Pietsch, Inc., Chicago advertising agency.

Faulkner Moves to Buffalo

Roy H. Faulkner, vice-president of the Pierce-Arrow Sales Corporation, has transferred his headquarters from South Bend, Ind., to Buffalo, N. Y.

Mail Group Elects

Robert G. Marshall of the Marshall Letter Service has been elected president of the Mail Advertising Service Association, Chicago. Other new offi-cers are: Vice-president, Mary Dowd, Dowd Letter Shop; secretary, Roy G. Rylander, Rylander Co.; treasurer, A. L. Francis, Lincoln Letter Co., and di-rectors, H. J. Flannery, Flannery Letter Service, and Ray Richards, Thompson & Co. & Co.

Heads San Francisco Golfers

Robert Davis has been elected presi-Robert Davis has been elected president of the San Francisco Advertising Golf Association. Other officers are: E. B. Skinner, vice-president; Claude Beatty, treasurer, and Howard Warden, secretary. Directors include: Edward S. Townsend, Robert Van Norden, Gerald Todd, Norton Moggee, and Lewis Clarke, retiring presidents. retiring president.

Markets New Hand Cream

Merchandising plans are being made for Barrington hand cream, a new prod-uct which is being marketed by the North American Dye Corporation, Mt. Vernon, N. Y., maker of Sunset soap dyes, Dytint and White Witch.

Paper Buys Radio Station

The Rock Island, Ill., Argus, has formed the Rock Island Broadcasting Company and purchased radio station WHBF, of that city.

Heads Detroit Juniors
Frederick L. Wells has been reelected president of the Ad Forum,
junior advertising organization of De-

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How Good Is th Editor's Guess?

A Challenging Question for Copy Writers

The Editor Put IN:

Ranking importance of va-rious classes of editorial material by number of edi-torial items in each class . . for 23-week period beginning May 7, 1932.

Here Is What | • Here Is What The Reader Too OUT:

Ranking importance of various classes of editorial material by percentage of readers found to have read items in each class . . . for the same 23-week period.

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5. Sport 6. Humor 7. Industry and Economics

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- 6. Humor 7. Industry and Economics
- 1. Romance 2. Mystery and Cri 3. Humor Adventure
- 5. Political 6. Industry and E nomics 7. Sport

EDITORS and copy writers have a common problem: guessing what the Public likes to read.

That editors are doing a pretty good job is indicated by the above comparison of editorial tastes (from the type of material editors pick) and reader tastes (from the type of material readers read).

Copy writers have long watched editorial pages as a guide to copy approaches.

Now, thanks to the Percival White In investigations into exactly what peop really read, conducted every week in May 7, 1932, copy writers may see he good a guide the editorial pages are, # learn which appeals work best for m readers and which work best for women may inspect their own past advertisis appeals and see how their judgme stacks up with the editors'!

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G

Some Noteworthy Findings

First, please observe that the editors of all three eading weeklies filled their pages with more Romance" material than any other type.

Second, note that their judgment was good since: a. "Romance" was the most popular subject with women readers of all three weeklies.

b. "Romance" was the second most popular subject with the men readers of Weekly "B" . . . the third most popular subject with men readers of Weekly "A" . . . although in next to last place with the men readers of Liberty. Third, note that the editors of all three weekes had the greater part of their editorial conents in the "Romance," "Adventure" and 'Mystery and Crime" classifications. gain, was good judgment since:

a. These three subjects were the most widely read material for both men and women readers of Weekly "A" and Weekly "B."

b. And for women readers of Liberty . . although men readers of Liberty ranked "Romance" near the bottom, behind "Sport," "Industry and Economics" and "Political." General conclusions might be drawn to the effect

a. People are people. Readers in the two million mass react pretty much the same.

b. All mass editors know it . . . and supposed editorial variations between magazines to the contrary notwithstanding, actual editorial variations in point of real editorial substance are relatively non-existent.

The formula for reaching the millions is a imple one. Liberty believes it reaches them more effectively (as indicated by the higher editorial reader interest ratings from White) not because its substance is different but because its presentation is different: Dramatic. Fast. Human. Concise. And with every advertisement next to live editorial material instead of buried next to hidden runovers, advertisements in Liberty should enjoy the quarter million or so extra circulation that twenty-three White surveys (to date) indicate to be true.

You, too, can have America's Best Read Advertisements by placing them in

BERT

America's BEST READ Weekly

15%



Advertiser: Chesterfield Agency: Newell-Emmett Co., Inc. Space: Back Cover Attention Value: 89% better than average page



Advertiser: Ipana Agency: Pedlar & Ryan, Inc. Space: Back Cover Attention Value: 58% better than average page



Advertiser: Philco Agency: F. Wallis Armstrong Co. Space: Black & White Page Attention Value: 53% better than average page

Average Page Advertisement in Liberty

Per Cent of Extra Projection of Extra Volume Persons Noting of Persons Noting Over Second Over Third Weekly Weekly Over Second Over Third Weekly Weekly This Week 266,291 195,019 32% Twenty-four weeks to date (Average of White surveys) 235,126

47.%

HEST R A T E D D E LIBERTY

244,131

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What the Agency Gives to Publisher and Advertiser

Present Commission System Is One Equitable Means for Financing the General Improvement of Advertising

By Raymond Rubicam

President, Young & Rubicam, Inc.

W E believe that the publisher and advertising agent can be, and should be, proud of the agency system's contribution to the process of making advertising pay the advertiser.

New groups of men are constantly coming into power and influence in companies which use large amounts of advertising. Many of these men have had no occasion to give an hour's study or a day's real thought to the advertising agency system, and the considerations and equities which underly it. And usually we do little or nothing to help them to a basic understanding.

The first advertising agents were exclusively sellers of space. They had many and varied arrangements with publishers. Some of them had arrangements for exclusive sale of a publisher's space, at a set commission. Some served as jobbers, buying space in wholesale quantities at big discounts and parceling it out for as much as it would bring.

Commissions and discounts were decided by individual negotiation. They ranged from 20 per cent to 50 per cent and were split in all directions. No agent had arrangements with all publishers, or could even provide a complete list of the newspapers of the country.

What the publisher needed from the agent in those days was new business—help in the creation of advertisers.

For some time he did not realize that he was selling, not space, but a method of communication between business and the public, and that the sale of space left the method incomplete.

As experience increased the fact

became steadily clearer to publisher, agent, and advertiser that while advertising was a sales weapon of great potential value to the user, it was also one of great potential risk.

If the publisher was to maintain and increase his volume, it was essential that the advertiser's risk be reduced to the lowest possible point. The publisher's success could not continue through new advertisers alone. It must come through making advertising pay the advertiser.

For this reason, then, service to the individual advertiser became an extension of the publisher's selling problem. But even when this became apparent, it was not immediately realized that the publisher would have to rely on the advertising agent for this service to the advertiser.

Other Ways Unsuccessful

Other ways were tried. Advertising writers and advisers came into being and attempted to sell their services to the advertiser on a fee basis. In the main they were unsuccessful because the advertiser would not pay the fee. This would not be surprising if commissions to agents had been universally in force and rigidly maintained; or if it had been understood that the work of preparation was part of the agent's function. But this was not the case.

Preparation by the advertiser himself was not the answer, because in many cases he had neither the talent nor the inclination.

It was manifestly impractical for the publisher to do the work himself, because most of his contact with the advertiser's business, and knowledge of its problems, was through the agent.

Portion of an address before the Chicago Advertising Council.

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So both parties with whom the agent dealt, the publisher and the advertiser, looked more and more to him for completion of the method of communication which the publisher sold and the advertiser bought.

And both parties looked to him to give this service out of his com-

mission.

Therefore, after many years and many struggles, the advertising agent emerged, not as "the servant of two masters," but the servant of their common need to make advertising pay the user. He now had a standard, open and understood compensation from publishers collectively, and he had their assignment to serve advertisers individually.

It seems to me that the agency system has served this identical interest of publisher and advertiser with constantly increasing effec-

tiveness.

The agency system's success as a creator and developer of business for the publisher undoubtedly has brought lower rates to the advertiser. If the agency system were eliminated the publisher's direct selling cost would rise, and he could by no means afford to pass on to the advertiser the commission he now gives the agency. If volume declined, it seems inevitable that the advertiser would pay higher rates than he now pays.

The only alternatives to this would be, first, reduced quality of the mediums provided, or an increased price of publications to readers, bringing in either case, reductions of circulation and in-

fluence.

Any of these changes would be against the basic interests of the advertiser.

Need of Serving Present Advertisers Grows

With advertising now an established and widely used method of mass selling, the publisher's opportunity to prosper through new users grows less, and his need that present advertisers be skilfully and fully served in order to minimize the risk of advertising, grows greater.

Important as the success of ad-

vertising is to the advertiser, it seems not too much to say that to the publisher it is even more important.

Therefore is it not understandable that the publisher should want to be sure that the service department of his business-the agencyshall have adequate means to give service and to develop the art of advertising? I should think that if he could be sure this would be accomplished without the agency system and the agency commission, he would be glad to give them up. But his early experience convinced him that adequate standards of compensation and service could not be maintained by means of individual barter.

The Beginning of Real Progress

The real progress in advertising mediums began with the standardization of rates, and with the ending of the days when the publisher never knew what he was going to get for his space, and therefore never knew what he could invest in his business.

The development of agency service, which means the development of advertising skill for the use of the advertiser, has received its greatest impetus, and has made its greatest progress since the standardization of agency compensation.

The agency's part in the work of advertising is the intangible part. And intangible services are universally the most difficult to

evaluate

Every profession rendering an intangible service has had to protect itself in one way or another against individual barter, because individual barter invariably winds up in under-cuttings of price until the whole attention is focused on price and other considerations go unattended.

Under a fee system, advertising service would consist only of what the agent could get each individual client to pay for, and the client would become the judge of how advertising should be conducted; though long ago he and the publisher both acknowledged. when they turned to the agent for ser-

JOURNAL READERS

ARE BUYING



It's easy to understand why Howard Clothes have placed more advertising in the New York Evening Journal than in any other New York newspaper, morning or evening, during the first nine months of this year.

It's easy to understand why The Journal has led all New York evening papers in the advertising of men's wear stores for the past seventeen consecutive years.

More men read The Journal than any other

evening newspaper in America—alert, onthe-job American men who know the value of keeping up a good appearance.

Every night in more than 600,000 homes—in one-third of the families in Greater New York—you'll find the head of the house catching up with the day's news in this mighty newspaper.

The Journal sells itself by presenting the news in a crisp, compact, straight-to-the-point style that gets every page seen and read—that gets advertising seen and read!

Reader interest—and lots of readers—that is what puts the steam behind your selling punches

NEWYORK JOURNAL

America's Greatest Evening Newspaper

is what puts the steam behind your selling punches in America's Greatest Evening Newspaper. That's why, for the 36th successive year—

THE JOURNAL GOES MARCHING ON!

Represented by the RODNEY E. BOONE ORGANIZATION

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vice, that it is a field for special-

For the good of both publisher and advertiser, whose common interest the advertising agent serves, it is vital that the agent conduct activities over and above the immediate needs of the individual advertiser, and for which many advertisers would not want to pay.

Contributions of the Advertising Agency

I think it is demonstrable that the advertising agency as an institution has made and does make valuable contributions to the study of markets and distribution meth-It calls attention to product opportunities and product obsolescence, and helps create new products and improve old ones. It has aided scientific advertising coverage by its studies of circulation. Part of its business is to learn the use of new types of mediums as they come into being, and before they are used by the individual agent's advertisers. He makes contributions to publishing economics and technique, in studying mechanical needs and helping bring about improvements in plates, electrotypes, matrices, inks, publication sizes, etc.

Agencies are today digging constantly deeper into one of the most important of general activities, the scientific study of cause and effect in advertising copy.

All these activities and more are in the interests of making advertising pay the advertiser, yet often they are not directly a part of service to any individual advertiser, and certainly in the eyes of many would be regarded as unnecessary. But to advertising as a whole they are fundamentally valuable, and in the end make themselves felt in quality and economy of service to the individual advertiser.

Then there is another important though general service in which the agency system must be supported. The publisher is maintaining, in the form of the agency system, some hundreds of recognized service stations for some thousands of national advertisers.

It is often to the best interests

of the advertiser to shift his account from agent to agent. Any system would be faulty which did not give him considerable range in doing this, because even the best advertising agencies slip in their service to accounts they once served well.

And if it is for the good of advertising that the advertiser has the facilities for change, it is also good for advertising that the agent be able to survive the loss, and preserve his organization for the service of other advertisers. To do this he must have income over and above what, in most cases, he could get from the advertiser in direct negotiations for specified work.

Not only can such services be most equitably paid for by a percentage on the volume of advertising as a whole, but it is possible that this is the only way they would be adequately paid for.

The more carefully agency service is studied in all its parts and in all its equities, the sounder appears the view that it should be paid for by giving the agent a percentage of the cost of the amount of advertising which the advertiser finds it profitable to use.

A fee arranged with the individual advertiser, and based on the amount of work involved in handling his account, does not pay the agent for the most valuable thing he gives—ideas. I know that there is nothing more profitless or futile than an argument as to what is or is not an idea, or as to what is or is not an idea. A system of compensation based on the value to the advertiser of the agent's ideas would be chaos.

Present System Reasonable

But again, is it not reasonable to base advertising compensation on the amount of advertising which the user finds it profitable to buy? For this is the most tangible factor in the whole situation. Looking at advertising as a whole, and at the agency system as a system, that is what happens now.

The individual advertiser's expenditure may for a time be out of adjustment with what is profithis acıt. Anv hich did range in the best in their y once

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s exe out profitable-as can any other expenditure -but this cannot be permanent nor can it be characteristic of the use of advertising as a whole in any normal period. In abnormal periods the publisher and the agent suffer with the advertiser.

I have been trying to discuss here the merits of the advertising agency system, and not of individual agents or the quality of their service to individual advertisers. In speaking of the publisher I have been including, of course, the owners of media other than newspapers and magazines. Naturally, I want to see the agency system grow and increase in its effectiveness for the advertiser.

The agent's value to the publisher lies more and more in his experience, natural ability and versatility for the task of reducing the risk of advertising for the advertiser.

In this connection I am going

to make a constructive suggestion.

For many years the publishers have had standards of qualifications for agency recognition. These standards, both financial and professional, have contributed greatly to the advancement of advertising practice. But-particularly from the standpoint of the agent's abilities-are the standards high enough for today and tomorrow? Are they as uniform as they might be? Are they enforced as they might be?

My definite suggestion is that the publishers of the country give new study, preferably in co-operation, to the whole question of the service qualifications which an agent serving national business should start with, and should develop. If a study is made I suggest that the publishers call in for counsel a group of men with thorough knowledge of the service and service needs of advertising agencies, large and small.

Franklin in Lower Price Range

THE initial announcement of the Olympic, a model with which the Franklin Automobile Company enters a lower price range with an air-cooled car, will be made through newspapers in 150 principal distributing centers. Advertising will begin about October 30 in the East, with Western points getting copy about a week later.

Follow-up schedule will continue through the month and will cover at least three insertions, as now planned, with average size around 800 lines. After national distribution has been secured, the company expects to feature the new car in magazine advertising.

Works on Lipton Account

The Frank Presbrey Company, advertising agency for Thomas A. Lipton, Inc., has appointed Advertising Agencies Foreign Language Service, Inc., New York, to handle domestic foreign language advertising of this account.

Joins Washington "Herald" Richard W. Janney, formerly with the Pittsburgh Sun-Telegraph, has joined the local display staff of the Washing-ton, D. C., Heraid.

The Olympic has been built to realize the ambition of H. H. Franklin for a car "priced for the times" that would bring air-cooled motors to fit a wider range of present car budgets. A prospectus to dealers, outlining the strategy of direct-mail and window display preliminary to official introduction, points out that most likely prospects will come from owners of cars such as Buick 50, 60 and 80 models, Hup 222 and 226, Chrysler 8, Hudson 5, Graham, Dodge 8, Studebaker Dictator and Com-mander, Nash 70 and 80, Oldsmo-bile 8, Willys-Overland 8—cars ranging from \$1,000 to \$1,600 retail.

Appoints Cleveland Agency

The Chamberlin Cartridge & Target Company, Cleveland, Blue Rock clay targets and trap shooting and Skeet equipment, has appointed Henry T. Bourne, of that city, to direct its advertising account.

Appoints B. L. Robbins Burr L. Robbins, of the General Out-door Advertising Company, has been elected a director of the Chicago Better Business Bureau.

Comparison of Post Office Figures—Last Three Periods

Newspaper	6 Months ending Sept. 30, 1932	6 Months ending Mar. 31, 1932	Change	6 Months ending Sept. 30, 1931	Change
• MORNIN		1002		1001	
American	344,007	345,191	-1,184	322,190	21,817
Herald-Trib.	329,743	336,166	-6,423	325,432	4,311
Mirror	570,056	587,073	-17,017	585,502	-15,446
NEWS	1,410,901	1,390,947	19,954	1,343,871	67,030
Times	455,877	467,296	-11,419	460,794	-4,917
• EVENING					
Journal	632,549	677,400	-44,841	645,366	-12,807
Post	91,874	101,583	-9,709	100,833	-8,959
Sun	303,143	308,091	-4,948	293,368	9,775
World-Tel.	403,123	414,581	-11,458	413,178	-10,055

THESE Daily News gains have not come from mergers, drives, special offers or any sensational attractions—but because tens of thousands of new readers have discovered that they liked The News... indicating an unusual editorial vitality that makes an unusually strong advertising medium!... Unless a major part of your New York appropriation is going to this newspaper, you are not getting major value for your advertising expenditure in this market! Buy News now—for better business now!

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Change

1,817 4,311

5,446 7,030

4,917

2,807 8.959

9,775 0.055

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now!

New York newspaper gained in circulation in the last six months period and in the last

year as well...

The News

New York's Picture Newspaper 220 EAST FORTY-SECOND STREET, NEW YORK Tribune Tower, Chicago . Kohl Building, San Francisco

Advertisers Seek More and Better A.B.C. Reports

Increasing Dependence on Bureau Is Seen in Changes Asked at Nineteenth Annual Convention

As a result of action taken by the Audit Bureau of Circulations at its nineteenth annual convention in Chicago last week, advertisers will probably receive circulation information hereafter every three months instead of

every six months.

The change was not definitely nailed down inasmuch as it involves a multitude of details and some organic changes in the conduct of the Bureau at this time when everything is being conducted as economically as possible, owing to business conditions. But the change will be worked out as quickly as possible in conformity with the following unanimously adopted resolution:

"The members of the Audit Bureau of Circulations, in convention assembled, recommend to the board

of directors:

"1. That the directors give sympathetic consideration to the advertisers' and agencies' request for more frequent circulation infor-

mation;

"2. That the directors make every effort to satisfy this request by means which will provide the buying groups with a maximum of information they desire and with a minimum of expense and inconvenience to the publishers;

"3. That any interim report which may be devised shall be in an abridged form and shall require only information necessary to show changes in circulation con-

ditions;

"4. That any procedure proposed by the directors to furnish more frequent information be submitted to the membership for a mail vote before it is put into effect."

The various publishers' divisions of the Bureau were not particularly keen about making the change. Nevertheless, in conformity with the Bureau plan of giving the advertiser anything he wants within

reason no opposition was registered except in the business-paper division. Here it was said that the relationship of business papers to their advertising clients are often on a close personal basis and that a definite obligation to furnish publishers' statements through the A.B.C. every three months was unnecessary. The division asks that on account of "the special circumstances of business papers' the Bureau exempt them from furnishing publishers' statements at more frequent intervals than under the present practice.

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The board of directors will work the project through as quickly as possible and submit the finished plan to the entire membership to

be voted upon by mail.

An Affirmative Vote Expected

This solution was satisfactory to the advertisers' and advertising agents' divisions and if the spirit manifested at the meeting is any criterion, the vote may be expected to be affirmative.

The proposal, according to the figures set forth by President P. L. Thomson in his annual report, will involve additional cost both to publishers and the Bureau

which may run as high as \$21,000 a year. A part of this, however, will be reclaimed through the sale of extra copies of reports.

While it will be quite a chore to accede to the wishes of the advertisers in this respect, the Bureau gets considerable satisfaction out of the thought that the whole proposition indicates a steadily growing dependence upon A.B.C. reports. All of which the board of directors concludes is distinctly complimentary.

Along the same lines is the campaign advanced by the advertising agents and advertisers to bring about certain important changes in

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camtising bring ges in page 3 of the present newspaper statement. The American Association of Advertising Agencies has been working on these changes for several months and Fred Gamble, secretary of that organization, appeared before the newspaper division to elucidate the proposed new form. These have to do with new and renewal subscriptions secured through premium, combination and special offers—also by the offering of insurance and by the work of group organizers.

The publishers did quite a bit of sharpshooting at Mr. Gamble's report even though it was explained that the proposed form for the new page 3 was only something to work toward. They accepted the form in principle, however, and referred it back to the board of directors for complete working

out of the details.

Certain of the smaller newspaper publishers, including the group in Canada and the Pacific Coast, did not get a great deal of aid and comfort in a move they put forth to extend the arrearage period so as to count as net paid all subscriptions in arrears up to six months instead of three months as at present. It was explained that many of the smaller newspapers were having difficulties in making collections and that the present rule did not accurately reflect present circulation conditions. There was considerable sympathy with this situation but the sentiment in the newspaper division was decidedly against restoring the old sixmonth limit. The proposal was, however, passed along to the board of directors-the usual procedure when a division encounters an embarrassing question.

Despite economic conditions, the attendance was approximately the same as last year, although many familiar faces were missing, some of the old time war horses being conspicuous by their absence. There was no fighting nor hot dehating for a change—not even in the scrappy newspaper division where in preceding years one might be always sure of having an enter-

taining afternoon.

This was not due to any lack of interest but rather to the fact that the Bureau has fewer unfinished and unsettled problems to work out—its policies and procedure are quite well established as befits an organization nineteen years old, and there was to be noted in the Chicago meeting a general sense of satisfaction in achievement which was not so noticeable in former years.

This feeling was expressed in a resolution adopted by a rising vote extending "to the management and employees of the Bureau a vote of appreciation and thanks for the successful operation of the last fiscal year" and particularly commending "the careful management which has resulted in the present very satisfactory financial status

of the organization."

A.B.C. Employees' Work Acknowledged

Managing Director O. C. Harn, in making a little speech thanking the members for this graceful tribute, declared the burdens of the last year could not have been carried were it not for the "decidedly remarkable spirit of co-operation shown by department heads and employees and the hard work they did for less money under exceptionally difficult circumstances."

These directors were elected:
Advertiser Division: For one
year: W. H. James, Hudson Motor
Car Company, Detroit, Mich.; for
two years: Ralph Starr Butler,
General Foods Corporation, New
York; Donald Douglas, Quaker
Oats Company, Chicago; William
A. Hart, E. I. du Pont de Nemours
and Company, Wilmington, Del.;
L. B. Jones, Eastman Kodak Company, Rochester, N. Y.; L. R.
Greene, advertising manager, Tucketts, Limited, Hamilton, Ont., and
Ralph F. Rogan, Procter & Gamble
Company, Cincinnati, Ohio.

Advertising Agency Division: For two years: W. C. D'Arcy, D'Arcy Advertising Company, St.

Louis, Mo.

Business Paper Division: For two years: Mason Britton, Mc-Graw-Hill Publishing Company, Inc., New York.

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Farm Paper Division: For two years: Marco Morrow, The Capper Farm Press, Topeka, Kans.

Magazine Division: For two years: F. W. Stone, The Parents'

Magazine, New York.

Newspaper Division: For two years: William F. Schmick, Baltimore Sun; Walter Dear, Jersey City, N. J., Jersey Journal.

Divisional committees for the coming year were chosen as fol-

Newspaper Divisional Committee: E. K. Gaylord, chairman, Oklahoma City, Okla., Oklahoman and Times; Hugh A. O'Donnell, New York Times; William F. Rogers, Boston Transcript; A. W. Shipton, Springfield, Ill., Illinois State Journal, and David B. Plum, Troy

Farm Paper Divisional Committee:
P. E. Ward, The Farm Journal, Philadelphia; P. D. Mitchell, The Farmer's Advocate and Home Magazine, London, Ont.; W. G. Campbell, Farmer's Guide, Huntington, Ind.; Dante Pierce, Wisconsin Agriculturist and Farmer, Racine, Western Paper and Magazine Allen Cartis Pape. Wis., and Benjamin Allen, Curtis Publishing Company

lishing Company.

Advertising Agency Divisional Committee: E. H. Cummings, J. Walter Thompson Company, New York; Frank M. Lawrence, Batten, Barton, Durstine & Osborn, Inc., New York; E. Ross Gamble, Erwin, Wassey & Company, Chicago, and A. W. Scheafer, Lord & Thomas, Chicago.

The following Canadian Advisory Committee was elected:

Advertising Agency: C. F. Goldth-waite, J. J. Gibbons Company, Montreal. One.

Que.

Advertiser: L. R. Greene, Tucketts.
Limited, Hamilton, Ont.

Newspaper: Frank Burd, Vancouver.
B. C., Province; E. H. Macklin, Winnipeg Free Press; E. G. Smith, Quebec Telegraph-Chronicle; A. W. Robb, Halifax, N. S., Herald; Fred Ker, Hamilton, Ont., Spectator; W. W. J. Butler, Toronto, Ont., Mail and Empire; W. J. C. Sutton, Montreal Gasetie, and R. F. Parkinson, Ottawa, Ont., Journal.

Magazine: G. V. Laughton, Maclean Publishing Company, Toronto, and Lloyd Stovel, National Home Monthly, Winnipeg.

peg. Farm Paper: P. D. Mitchell, Farmers' Advocate and Home Magazine, London,

Business Paper: E. R. Milling, Consolidated Press, Ltd., Toronto, Ont., and W. A. Lydiatt, Marketing, Toronto.

Ralph Starr Butler, General Foods Corporation, was elected vice-president, replacing David B.

At the opening session, Thursday morning, addresses were made by Sam R. McKelvie, publisher of the Nebraska Farmer, and A. C. Pearson, president of the National Publishers Association and chairman of the board of United Business Mr. McKelvie Publishers, Inc. talked about "Small Town America" as a market for advertised goods and Mr. Pearson discussed "The Publishers' Angle."

B. P. Editorial Winners

HE bronze medal awarded anmually by the Associated Business Papers for the most outstanding editorial service to an industry was won by Electrical Wholesaling for 1931. Honorable mention went to American Machinist.

The judges selected, as the best single editorial written, one written by Bernard L. Johnson, editor of American Builder and Building Age, who won honorable mention a year ago. Seven editors of Railway Age won first prize for the best series of articles.

Second prize for the best single editorial was won by Douglas G. Woolf, editor of Textile World, and third by A. H. Lockwood, editor of Shoe & Leather Reporter. Honorable mention was accorded to editorials written by Eugene Pharo, editor of Confectioners' Journal, and L. C. Morrow, editor of Maintenance Engineering.

Second prize for the best article or series of articles was won by George T. Hook, editor of Commercial Car Journal, and third by P. M. Heldt, engineering editor of Automotive Industries.

Honorable mention was accorded to a series written by five members of the staff of National Petroleum News, and to the work of Earl F. Theisinger, associate editor of Bus Transportation and D. A. Steel of Railway Age.

Members of the jury Chairman, Thomas D. Cutler, The Ice Cream Trade Journal; Saunders Norvell, Remington Arms Co., Charles F. Abbott, American Institute of Steel Construction, Fred R. Davis, General Electric Co., and G. Lynn Sumner, G. Lynn Sumner Co.

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Tucketts. ancouver. , Winni-Quebec

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Maclean nd Lloyd , Winni-Farmers' London,

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were: The Sauns Co., Instied R. nd G. r Co.

Consumer Advertising That Wins Dentist's Favor

This Newspaper Campaign Helps Professional Men without Overstepping Ethical Bounds

FEAR of offending the high ethical sense of the dentist has deterred many a manufacturer of ethical products from advertising to consumers. On the other hand, a number of other advertisers have dug themselves into pretty deep pits of professional prejudice by underestimating this sense or by believing that it can be circumvented by hypocritical pats on the back.

Poloris Company, manufacturer of the Poloris dental poultice, is conducting a newspaper campaign in six New York newspapers that shows that effective advertising can be done to consumers and will, at the same time, win the endorsement of dentists.

In comparatively small space this company, which has never before advertised to consumers although it has been in business for eighteen years, is delivering sound health messages which many dentists feel are of real aid to the profession.

Look for a moment at the first advertisement of the series. At the top is a picture of a dentist examining the mouth of a female patient. Underneath is the headline, "Painful Teeth or Gums Are an Urgent Warning to Go to Your Dentist."

The copy reads:

"Don't be one of the eighty per cent. Eighty per cent of the people do not take proper care of their teeth.

"Have your teeth properly attended to at regular and frequent intervals; you thereby assure permanent good health. Imperfect teeth and gums may free virulent poisons into your system and cause serious diseases. Get the watchful help of your dentist.

"And when pain occurs, use a Poloris Dental Poultice and see your dentist as soon as possible. This supremely good product is made by an ethical manufacturer who has worked with dentists in their behalf and that of their patients for over 18 years.

"Visit Your Dentist Frequently. "Relieve Pain With Poloris. "This message in behalf of a

SHE DARE NOT SMILE

SHE'S not a had looking girl. But Sher parted lips disclose un-sightly teeth which repel inflers and shame horself. She dare not smile. What's more, she has only horself to blame, for neglect alone is the

Neglected teeth not only mar beauty, they frequently endanger health by freeing virulent poisons into the sys-

See year contait and see min creat. He can straighten your teeth, he can clean them, he can make them more beautiful and he can make them steadfast guardians of your health.

Visit Your Dentist Proquently

Place yourself in your dentist's skill-ful hands. And when pain occurs, inc a Fulucis Boutal Puellier and aso your dentist as soon as possible. This supremely good product for made by an otheral manufacture who has worked in Lekalf of dentists and their patients for more than 18 years. RELIEVE PAIN WITH POLOSIS This massage in behalf of a better bused-edge of Bestistry is presented to the poli-ile by Polaris Co., Inc., New York, N. Y.

better knowledge of Dentistry is presented to the public by Poloris Co., Inc., New York, N. Y."

This advertisement is typical of the series. In each piece of copy the company urges the necessity of periodical visits to the dentist and then gives a brief sales talk on its own products which, with minor variations, is almost word for word, that of the third paragraph of the advertisement just quoted.

In the first three advertisements

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of the series the dentist, himself, is played up. In the second three advertisements the patient is shown with such headlines as, "I Wish My Mother Had Cared More For My Teeth," "You Would Think Him Too Young To Have False Teeth," and "She Dare Not Smile."

In addition, the company is using three smaller advertisements playing up the "You Must See Your Denti:t" theme. An investigation among dentists has shown that they seem to prefer the second three advertisements mentioned.

There is little question that these three do have a human-interest appeal without too crude use of the scare copy idea. In these advertisements the company is walking close to that line beyond which some advertisers have ventured to their discomfort. The average dentist resents much of the pseudoscientific, horrible example advertising which is intended to drive people to their offices but succeeds largely in frightening them.

Another interesting thing to note about the Poloris advertising is the fact that although the company recommends the use of its product, it recommends it only as an intermediary until the patient visits the dentist. This avoids the dangers of recommending self-medication, fatal in any campaign seeking the endorsement of dentists.

When the campaign was prepared the company created a broadside which was introduced by a letter from William G. Ames, president of the company. This letter said:

"Every dentist is entitled to all the business he can secure and the public is entitled to all the information it can get that will be helpful to it. Consequently, the cooperative service described in the following pages cannot help but engage your deepest interest.

"If your time permits, I should be glad, indeed, if you would write me, personally, about our attempt to be of special help to you."

On the first inside spread under the heading, "How The Poloris Company Is Aiding The Dental Profession," the company frankly explained its reasons for the campaign, what the advertising was intended to do, where it was to be inserted and included a seven-point sales talk on the product. The inside spread of the folder showed full-size reprints of the advertisements with the message, "These Advertisements Are Doing For Dentists What Dentists Cannot Do For Themselves."

This broadside was mailed to every dentist in the United States although the campaign, itself, was running only in New York newspapers. The company wanted to sound out the frank reactions of the dentists with the idea that if conditions warrant, the campaign may be spread into other sections.

It received hundreds of letters from dentists in all parts of the country. A typical comment from these was, "Your campaign in behalf of the dental profession is a much-needed and desirable thing, particularly at the present time. It is the type of campaign that the dental profession has neither the funds nor the initiative to perform itself."

Many Letters Asked for Reprints

Many of these letters asked the company if it had prepared reprints of the advertisements which could be given to dentists for distribution among their patients. To all such inquiries the company wrote a special letter thanking the dentist for the endorsement of the campaign and announcing that plans were being made to take care of the reprint situation.

In addition to the newspaper campaign the company is also conducting a vigorous campaign in dental journals describing the advertising and attaching a coupon on which the dentist asks for samples of Poloris, a booklet describing its uses and prescription pads for further information about the advertising.

Ethical advertisers can advertise ethically to consumers. They should not do so, however, until they have consulted many dentists and have attained the background and acceptance that the Poloris Company has in the profession.



FROM October 10th to 14th, 22,347 interested women came to see "Aunt Susan" in her model kitchen on the stage of Oklahoma City's new Coliseum demonstrate new and better ways to appease family appetites. Thousands of others heard her lectures over the Oklahoman and Times radio station WKY.

"Aunt Susan" is the Oklahoman and Times own home economics expert. Her daily column is one of the most widely read women's features in these newspapers. Her daily broadcast over WKY brings more fan mail than any other local or NBC feature. Her personal appearances always draw packed houses.

In Oklahoma City, as elsewhere, the promotion of food sales is most effective in mediums most popular with women. In Oklahoma City most women prefer the Oklahoman and Times. Most food advertisers, too, prefer these newspapers, placing in them nearly three times as much grocery linage as in Oklahoma City's third paper during the first nine months of this year.

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

THE OKLAHOMA PUBLISHING COMPANY
The Oklahoma Farmer-Stockman Radio Station WKY
Representatives—E, KATZ SPECIAL ADVERTISING AGENCY

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27, 1932

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HIGHLIGHTS

in a Service that cannot be Standardized

13 men on live posting job

THE facts in this story docket themselves thus:

We were probably the first eastern advertising agency to establish a de-



partment specializing in Outdoor Advertising. We've posted in—and are posted about—so many localities that it is not too difficult a trick to put experienced men in any community overnight.



In February, the Continental Baking Company decided on a posting campaign in over a hundred cities.

Within two weeks thirteen representatives had called on the bakery managers (in 60 cities)—and explained the campaign. Called on the poster plant owners (in 75 cities)—and explained the schedule. Got them together, hand-picked every

inch of the posting locations, and worked out many cooperative steps.

Said the client: "The most satisfactory posting campaign in our experience."

On saving money

QUITE by accident recently a client read one of our inter-office memorandums. "Why," he asked, "don't you say something about that in your own advertising?" He referred to a 12-page memorandum that went to each man and woman on our staff. In it were 52 suggestions for saving—not our own money, but that of our

9- Account Marketstatives
Assistant Assemble Privace Superinest Deads - Freduction Days.

Sefore you read this nemeronder, please reach to promposed and take out a dellar ball. Do it right now-

But only are the deliars enserved as real as that one, but targine own ance important. Day are deliars which married the second of the second of the second of the second of the second out of t

On the following pages are fifty or core suggestions for sowing our distint scoop. It is by no come a complete tist, but it represents typical savings recently tade on casy accounts

those concy-saving suggestions.

clients. Short cuts here, new methods there—all were indexed and combined into a pamphlet that our people have studied and applied to their accounts. It behooves an agency, we believe, to spend its clients' money as carefully as it spends its own. No, that's wrong. It should be twice as careful of the clients' funds.

We're listening

THE picture shows the reception room on our seventh floor, New York office. This is the floor on which our Media Department is located. The men waiting there—most of them—represent publications and have come to us for a hearing. They'll get it. During the three months of July, August, and September this year 3,697 people were interviewed by



the space buyers in our New York office—9% more than in 1931. Yes, this takes time—but it also keeps us informed of changes in markets and the methods of reaching those markets.

Dirt becomes news

OUR clients, the Carrier Engineering Corporation, make air-conditioning systems that remove dirt and germs from the air used in buildings, while regulating the temperature and the humidity. Even they were surprised when, at our request, scientists of



New York University sampled the foreign matter captured by the air-conditioning plant of a large movie theatre. These men calculated that the air over New York contains 2,305 tons of dirt!

That's news. It's the kind of news our Publicity Department has a nose for. It's the kind that editors pick out of the pile and like to publish.

BATTEN, BARTON, DURSTINE & OSBORN

INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building BOSTON: 10 State Street BUFFALO: Rand Building
PITTSBURGH: Grant Building MINNEAPOLIS: Northwestern Bank Building

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7, 1932

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The Why and How of a New Advertised Product

Hormel Discovered a Neglected Market in a Field in Which One Company Does 80 Per Cent of the Business

IF you, as an advertiser, were looking for a new product to introduce this year and someone suggested canned soup, you would probably exclaim, in despair: "But

Campbell has almost a monopoly on canned soup. It would take years of time and millions of dollars to make a dent in that field. Why try to compete with one of the oldest, strongest companies that owes so much of its success to its continuous advertising involving huge sums of money?"

Probably some such thought came to the minds of officials of Geo. A. Hormel & Company when they first considered going into the soup business. But they were not so easily dis-couraged. They considered the situation carefully and came to the conclusion that even though one company did do approximately 80 per cent of the soup business in this country, there was room for another. In fact, it seemed that what appeared to be a difficult field to enter was actually a neglected market.

The result: A new nationally advertised vegetable soup bearing the Hormel name.

Here are some of the facts found in studying this market:

Canned soup is consumed by only six out of ten families in the United States. Further than that, 70 to 80 per cent of the soup that is sold is of one kind—tomato. As mentioned above, one firm controls about 80 per cent of the business. Another important company, controlling a large portion of the remainder, is strongly active only in the independent grocery field. That would seem to leave room for an aggressive third.

Now if only 60 per cent of the people bought canned soup, the other 40 per cent obviously didn't buy it either because they couldn't afford it, they hadn't tasted canned



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Hormel Is Giving Its New Product a Chance to Prove Its Worth Through a Separate Campaign

soups, or they had tasted those already on the market and didn't like them.

But why is tomato soup so overwhelmingly more popular than any other kind? Hormel it seems was unable to find any logical reason for this, except a tremendous amount of advertising that has been put behind it.

The American public is certainly as much vegetable-minded as it is tomato-minded. There seemed to be no good reason why vegetable soup shouldn't account for a greater percentage of the total soup business than it now does.

Of course, it was realized that

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"just another soup" would never make a dent in the market. A new product would have to have enough merit and distinctiveness upon which to base an effective advertising campaign. This distinctiveness is obtained in the way in which the soup is made. Other canned vegetable soups are usually made with a tomato purée base. Hormel's is made with a beef soup stock. Then definite quantities of each of fifteen vegetables are added to each can, the can is sealed and only then is it cooked. This differs from the usual practice and gives the company something to talk about in its advertising.

A Survey on Consumer Preference

Before introducing this new product nationally, a thorough survey was made to determine consumer preference for the soup. Naturally, the company believed it lad a worth-while product, but it was anxious to know whether consumers would agree.

In order to get the soup into some markets in which the company was interested so that sales and consumer tastes could be watched over a period of time, almost a million coupons were distributed. These were mailed to telephone subscribers in thirty-three different cities in widely separated sections.

Two types of coupons were used. The first one entitled the holder to a free can of Hormel Flavor Sealed Vegetable Soup when presented to the grocer. The other one

was a "buy one—get one" offer.

"If you present this coupon when you buy one can of the soup," women were told, in effect, "your grocer will give you another can absolutely free." These two plans were tried against each other in different cities.

There was a space on each coupon to be filled in by the grocer with his store name and address. When the grocer presented it to his wholesaler he was paid 15 cents in each for each coupon.

When these coupons came in to the company for redemption through chain stores or jobbers, it had a list of, women who had tasted the soup since the coupon was so placed that it "backed up" the name of the woman to whom the coupon was mailed. Then a questionnaire was sent to about 20,000 of these women in different cities.

This questionnaire contained seven questions and was accompanied by a letter signed by Jean L. Vernet, the company's chef. The letter went something like this:

"Small favors, those easily done, are often most appreciated.

"Will you do me such a favor?
"I have been told that you have tasted our new Vegetable Soup. We are, naturally, interested in knowing the reaction of women to it, so we can make it better.

"Won't you kindly answer the questions on the attached sheet and send them back to us in the selfaddressed stamped envelope? It needs no postage."

The first question was:

"Since trying Hormel Vegetable Soup on the introductory offer have you purchased any more?"

Then, "If you have, how many cans in all?"

The third question asked what one thing the women liked most about the soup. The check-marks that were placed after the items listed under this question have been a material help in determining what appeal to use in the advertising. The items were:

Flavor, Taste of Vegetables, Taste of Soup Stock, Consistency and Convenience of Serving.

A Comparison with Other Brands

Then the women were asked how they liked this new soup as compared with other canned soups. Next came a question on whether children liked this soup.

The sixth question was asked in an effort to determine how frequently vegetable soup is served in these homes. The last question asked for suggested improvements in the product.

There was, in addition, space for any remarks which the women might want to make.

Returns from this questionnaire

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ran as high as 22.9 per cent from some of the cities. This is a remarkably high return for a questionnaire where no inducement to answer was offered.

The data obtained convinced the company that it had a product with a distinct appeal and that it would be safe in going ahead with its merchandising plans. In addition, a wealth of helpful advertising material was obtained. It was comparatively easy to determine just what copy appeals should be used.

An average of 71.42 per cent of the women reported that they had purchased more of the soup after trying the introductory can.

The answers to question number four have been made the basis for one of the full-page magazine advertisements that will appear in November. "When 84 Out of 100 Women Agree-It's News!" will be the heading. The copy starts right out with the source of these figures. It tells women:

"We knew the names of thousands of women who had tasted Hormel Vegetable Soup, so we wrote to some of them. Their answers were amazing. Out of every 100 women who replied, 84 said, 'It is better than any I have ever bought,' and 95 out of every 100

Omaha Club Elects

Ford Bates, of the Nebraska Power Company, has been elected president of the Omaha Ad-Sell League. Leonard Trester, of the Outdoor Advertising Company, has been made vice-president and Fred Larkin, Jr., executive secretary.

New Cleveland Business

MacDonald H. Pierce, for ten years with the United States Advertising Corporation, Toledo, has opened his own business as special representative in the business paper field. Offices are at 331 Bulkley Building, Cleveland.

With Toronto Agency

G. A. Phare, formerly Eastern manager of the Dawson Richardson Broadcasting Facilities, has joined R. C. Smith & Son, Ltd., Toronto advertising agency.

Appointed by Crookes

F. L. Cheney has been appointed director of sales of the Crookes Laboratories, Inc., New York.

mothers told us-'Our children do like vegetables this way.'

Later on, another advertisement will be devoted entirely to the fact that 95 out of 100 mothers said their children liked vegetables in their soup.

In order to give this new product a fair chance to prove its worth, the company is devoting a separate campaign to it. The other products, which have been nationally advertised for some time, are not mentioned in the copy. There is, however, a distinct tie-up between this new product and the other members of the family. Hormel canned ham, chicken, etc., are known to housewives as "Flavor Sealed" Foods. The new product is riding along on this acceptance through its name which is conspicuously displayed on the can and in the advertising—Hormel Flavor Sealed Vegetable Soup.

Advertising is playing an important part in introducing this new product. This is easy to understand when one considers what advertising has already done for this company with its canned ham and the shining example of what has been done in the soup field by means of advertising for another

company.

Hudson-Essex Shipments Up

Shipments of Hudson and Essex cars Snipments or fludson and Essex cars for September of this year showed a gain of 1,229 units over shipments for September, 1931. Each week showed an increase over the corresponding week in September of last year, the average gain being 25.2 per cent.

New Account to Houck

The Indera Mills Company, Winston-Salem, N. C., swim suits and negligees, has appointed Houck & Company, Ros-noke, Va., to direct its advertising ac-count. Magazines, farm papers, business papers and direct mail will be used.

Advanced by Marshall-Wells

George S. McQuade, formerly in charge of mining and railroad sales for the Marshall-Wells Company, Duluth, Minn., hardware, has been appointed sales manager.

Joins WMAQ

A. G. Crane, previously with the Chicago Daily News, has joined the advertising staff of WMAQ, Chicago.

27, 1932

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Offers Free Lessons in How to Use Product

OVE of music is universal and almost everyone has experienced the desire to be able to express himself through some instrument. The hustle-bustle of modern

American living, however, stands in the way of many people who cannot spare the time and effort which is required before a person can learn to play.

The piano industry is naturally faced with a problem in this respect—for sales of this instrument depend upon the number of those who can play it. Back of the organization of the Knabe Piano Club, announcement of which has been made through advertising, is a recognition of this problem and an attempt to solve it in some measure.

Immense strides have been made in recent years in piano teaching. New methods make it possible to play simple tunes in a short time, whereas the old methods meant hours of

drudgery before anything worthy of being called music could be produced by the student.

Current newspaper advertising by Wm. Knabe & Co., Inc., is taking advantage of the new method of offering free music lessons to members of its club and is guaranteeing that "you or your child will learn to play in a few days with these fascinating lessons."

Those who may be somewhat skeptical about the possibility of this guarantee will be no more so than was one of the Knabe executives several years ago when he was invited to attend a demonstration of a new method of teaching. A group of children, who had had no previous training, were taught, in the space of a few hours, to play

several simple tunes on the piano.

Of course, this guarantee does not mean that a few lessons will produce a finished piano player—but it does eliminate that dread of



Part of a Knabe Newspaper Advertisement Offering Free Lessons

hours of practice before any semblance of music can be produced from the instrument.

These lessons, the company hopes, will be a stimulus to further study and accomplishment. Like the automobile salesman who will teach his customer how to drive, this firm will give piano lessons that will start the student on his way toward becoming a fair player.

How the company is going about the organization of this club is told in the following copy taken from one of its advertisements:

"Anyone living within fifty miles of New York is eligible. A small down payment on your piano makes you a member and enrolls you immediately in Knabe's course of piano lessons in one of the new

methods which makes learning to play so easy—so entertaining. Hundreds of children will join and grown-ups, too, who have always wanted to play the piano. Think how you have envied those who could play even a little—now you will be able to play yourself.

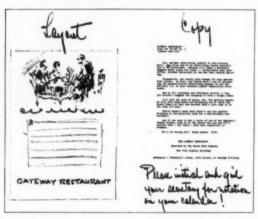
"When the ten lessons are over, you may be one of those to merit in addition a Knabe Birthday Scholarship, giving you a second course of free lessons.

"If you know a teacher with

whom you would like to study, send us the name—whenever it is possible you may choose your own teacher. Lessons will be given in pupils' homes or in conveniently arranged classes—both will prove a delightful entertainment."

This offer is also being tied up with the celebration of the company's ninety-fifth anniversary. A reproduction of the interior of the first Knabe factory has been created as a striking window display for its Knabe Fifth Avenue store.

A Restaurant Talks Turkey



WHEN the Union News Company, which includes among its sundry activities the operation of restaurants, opened the Gateway restaurant in the heart of New York's advertising world, it went frankly after the advertising eaters of the city.

The campaign, addressed to members of the Great Fraternity, consisted of a direct-mail effort in three parts, necessarily confined to those whose littered desks are in close enough proximity to the new establishment to make them likely prospects. Despite this geographical limitation the advertiser uncovered a list of about 3.500 names.

The advertising spoke to adlanders in their native tongue. The first piece represented layout and copy submitted for the reader's approval with the penciled request, "Please initial and give your secretary for notation on your calendar."

According to the suggested copy the dishes "... have a way of persuading the hardest-boiled advertising manager to put his official O. K. to your schedule..."

The second mailing piece, following in a few days, took the form of finished artwork, "a 'black and white' for your approval."

Number three brought the series to a close with an appeal directed to those members of the profession known as copy writers, prescribing a visit to the Gateway when "ideas become slightly fuzzy and vague." Oct. 27, 1932

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UP!

UP!—Average daily circulation gain of 5,144 for six months ending September 30, 1932, compared with same period a year ago.

UP!—1,724,963 more lines of editorial matter given to readers during this period than appeared in any other Los Angeles newspaper.

UP!—Over 2,000,000 more lines of advertising from January 1 to date than were printed by the nearest local paper.

UP!—Our faith in America; our standards as a newspaper; our privilege to serve; our plans, preparations and expenditures for the future.

los Anglies Times

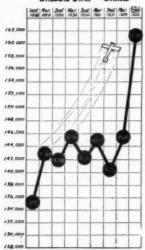
Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Cal.

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(Based on net paid daily averages for semi-annual periods ending last day of month the exc

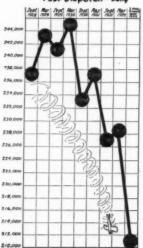
ONE GAIN

STLOUIS STAR - Times



INCREASE from bottom to peak 26,218 copies or 19.4%

Post-Dispatch - Avily



DECREASE from peak to bottom 33,925 copies or 13.8%



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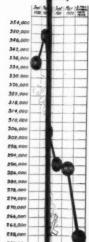
National Advertising Repres Geor

St. s Newspapers Since 1928

day of month the exception of September, 1932, which is daily average for 3 preceding months)

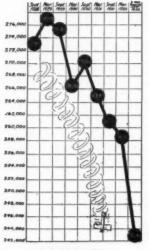
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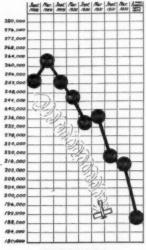
from atom

Globe-Democrat - Daily



DECREASE from peak to bottom 34,131 copies or 12.3%

Globe-Democrat ~ Sunday



DECREASE from peak to bottom 71,878 copies or 27.3%

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in the Journal's Radio sales record

Although Journal families own 33% more radios they still offer the greatest radio-sales opportunities

The R. L. Polk & Co. Consumer Study* of Greater Portland shows an outstanding radio ownership among Journal families. High spending ability and Journal circulation dominance have made our readers the best radio market and present the greatest sales-possibilities for the future.

Radio advertising pays in the Journal! You not only reach more people—largest circulation in the Pacific Northwest—

WASHINGTON

PORTLAND

OREGON

but you reach more people of established spending habits. You reach them, too, at the lowest milline rate.

★ Based on 64,322 personal interviews



ADDITIONAL INFORMATION from the Polk Study may be secured through our - National Representatives - REYNOLDS-FITZGERALD, Inc. -

New York A Chicago * San Francisco A Los Angeles A H. R. Ferriss, Seattle

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Outdoor Interests Offer Plan for State Regulation

New Program Would Invite a Degree of Governmental Control

THE Outdoor Advertising Association of America, at its annual convention in French Lick, Ind., which began on Tuesday of this week, inaugurated a move deliberately to invite regulatory legislation by State governments.

A plan including a model statute submitted by leaders of the association was favorably received and its final adoption at the concluding session of the convention tomorrow (Friday) was accepted as a fore-

gone conclusion.

Edgar Kobak, vice-president of the McGraw-Hill Publishing Company and president of the Advertising Federation of America, made a speech before the opening session in which he emphasized the importance of keeping intact the high standards of practice followed by the Association—which might easily be broken in times of keen competition.

He also stressed the vital need of better selling and promotion. With advertising appropriations limited, he said, outdoor work should be interpreted and sold not only as a medium but the individual plant and its market must be put before the advertisers and agencies.

Mr. Kobak's address developed much favorable comment from several past presidents and others including H. F. O'Mealia, C. A. Philley, John E. Shoemaker, Walter Foster, Donald Ross, Colver Gordon, who seconded his ideas.

Frank Hopkins, of the Outdoor Bureau, spoke at length on the value of standardized rates and

against special deals.

The move for State regulation was hailed on every hand in the convention as being one of the most forward movements outdoor advertising ever made.

Under the proposed act every company or individual engaged in the outdoor advertising business in a State where the statute might be adopted would be required to pay an annual license fee of \$25. Further, each individual advertising structure or sign in maintenance or construction would require a yearly permit (50 cents for structures, 25 cents for signs), the permit number to be affixed on the face of each.

In addition, there are a number of technical restrictions as to where and how signs are to be placed. These are not nearly so inclusive or rigid as the provisions of the new code of standards with which, under the new "Public Policy," each member of the outdoor associated to the country of the outdoor associated to the country of the country of the outdoor associated to the country of the coun

ation will comply.

The net of the legislative angle is that organized outdoor advertising requests regulation of all outdoor advertising in order to protect itself from possible discriminatory legislation and taxation. For the last several years the industry has been the target of considerable agitation along these lines. The organized interests feel that these attacks are the result of the impression which operations of "snipers," who place signs indiscriminate to public safety and scenic beauty, have reflected upon outdoor advertising as a whole.

With the new legislation in effect, the "sniper" type of advertising would be automatically squelched by the licensing requirements. Under those circumstances, and with organized outdoor advertising conforming with the provisions of its broadened standards of practice and promoting the principles of the "Public Policy," it is believed the danger of unfair legislation would be removed for the industry.

In adopting this program, the industry plans a definite and aggressive stand against all attempts at taxation of advertising of any kind, other than reasonable fees intended to defray the nominal cost of enforcement of regulatory legislation.

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The Stetson Answer

MANY British manufacturers have commented upon the fact that their own "Buy British" move-ment has had serious kick-backs. One manufacturer in Great Britain, who wrote a letter recently to one of the big London papers, told how his salesmen in Denmark were being turned down because the Danes didn't like the "Buy British" movement which has assumed such big proportions.

Selfridge in London took space to say that the world was suffering from "an overdose of human beings who want to sell but not to buy. This is a reverse of the proc-

ess of civilization."

This whole question of buy-athome movements makes very interesting a recent type of advertising which the makers of Stetson hats have been running in Great Britain.

Realizing that the buy-our-own goods complex may be an unspoken sales objection to the sale of American made hats. Stetson takes a new and unusual angle. The copy, quite naturally, speaks well of the hat. It calls it, "the supreme achievement of the hatter's craft."

Then subtly it answers the unspoken objection: "There is a satisfaction in the fact that millions of dollars' worth of materials have been exported from Great Britain for use in the manufacture of these

world famous hats."

The copy points out that the men who buy a Stetson hat on Bond Street or in Piccadilly are giving a "welcome home" to British raw materials in the form of finished merchandise. Each buyer is told that he, therefore, assists in his country's export trade, which is "the very life-blood of British commerce."

The makers of Stetson hats, by ingenious and economically sound advertising copy, have done much to bring home to manufacturers in all parts of the world the fundamental importance of an interchange of goods, to take a crack at narrow provincialism everywhere.

Made Publicity Director, Ernst Kern Company

chargest aurphy, for the last two years engaged in advertising and merchandising work with the Hearst Newspapers at New York, has been made publicity director of the Ernst Kern Company, Detroit. Mary M. Murphy, for the last two

New Chicago Business

Fred Ebersold and James Oliver, both formerly with the Dosch-Kircher Organrormerly with the Doson-Kircher Organization, Chicago, have established Ebersold-Oliver, Inc., an advertising and merchandising business, at that city. Offices are at 812 West Van Buren Street.

With "Her Book"

Miss Angela D. Walsh, formerly with The Parents' Magazine, New York, has joined the R. M. Travis Corporation, of that city, publisher of Her Book, in a sales promotion capacity.

Joins Graham Printing

William Nutting, formerly sales manager of the Marquette Printing Company, Detroit, has joined the sales staff of the Graham Printing Company, of that city.

H. G. Davis Has Own Business

H. G. Davis, formerly general manager of the Valentine Seaver division of the Kroehler Manufacturing Company, has established his own advertising and merchandising business with offices at 666 Lake Shore Drive, Chicago.

Forms New Radio Firm

C. A. MacNaughton, previously with Powers & Stone, Inc., and for seven years with Macy & Klaner, Inc., both of Chicago, has established his own business at Chicago as a radio station representative. Offices are at 59 E. Madison Street.

Heads Toronto Group

Walter Kiehn, advertising manager of the Rogers-Majestic Corporation, To-ronto, has been elected president of the Advertising and Sales Roundtable of Toronto.

Studio Adds to Staff

Glenn Frost, formerly engaged in advertising agency work at Chicago, has joined Meinzinger-Howard-Chase, Inc., Detroit art studio.

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DIVERSIFIED INDUSTRIES OF LOUISVILLE

Louisville contributes to Sports . .





Greater Louisville and its rich, diversified market, KENTUCKIANA can be effectively reached at one low cost only through one medium—



FOR half a century "Louisville Slugger" bats, made by Hillerich & Bradsby of Louisville, have played an important part in the making of baseball history.

For the past twelve years this concern has also played a prominent part in supplying golf clubs to the nation. Under the direction of the first instructor of Bobby Jones, Stewart Maiden, they have developed the "Stewart Maiden," "Lo-Skore" and other brands of clubs.

Hillerich & Bradsby is one of the many important plants in Louisville which contribute to the industrial stability of this section.

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc. -: - Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

To The Executive Whose Signature Re-

If the Earners Wh

If the Earners aren't buying his product, no one today need ask a manufacturer whether his volume is up, or down. It's down.

And for the very simple reason that right now the Earners represent the sole source of volume sales.

It is interesting that a conclusion so obvious may be overlooked or ignored; especially where policy and procedure are being studiedly adjusted to presentday conditions.

No matter what could be done in 1928, the advertising budget today must search out, and concentrate upon, the Earners.

There is only one place in the United States today where the vast army of Earners gathers each day

STREET RAILWAND

220 West 42nd et.

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twice a day, and that is in the street cars. Here you will find them each day, on their way to and from the jobs which place squarely in their hands the buying power of the nation.

With impressive timeliness, Car Advertising provides today's exclusive buying audience, and then makes it possible to reach that audience every day.... at a lower cost than any other one medium or combination of mediums.

Never before has a medium so completely met this challenge of changing economic conditions . . . the challenge to provide <u>a selective audience of potential buyers</u>, on a mass scale, at low cost.

If the Earners aren't buying your product ... why?

W. S. B.

WAY DVERTISING CO.

42nd et, New York

PRINTING PRICES vs. PRINTING RESULTS

BUSINESS

executives are expressing a growing concern regarding the responsibility of those companies from which they buy. This feeling is the inevitable outcome of experiences where price inducements have been followed by disastrous results.

To the purchaser of printing, one fact must be obvious. Only the greater efficiency of plant equipment, man power and directing intelligence can cut costs safely. And this is obtainable only through ample resources.

The buyer of printing who regards responsibility as a requisite in sound purchasing is invited to inspect this Company's plant and investigate its position.

Never before have we been better equipped to produce quality printing with greater advantage to the buyer.

ISAAC GOLDMANN COMPANY Founded 1876

80 LAFAYETTE ST. NEW YORK CITY TELEPHONE WORTH 2~6080

PRINTING OF EVERY DESCRIPTION

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How to Select Trial Cities and Check Sales-Test Results

Only a Sales Test Will Demonstrate the Power of Advertising to Attract Money Out of Consumers' Pocketbooks

By Frank R. Coutant

Director of Research, Pedlar & Ryan, Inc.

[EDITORIAL NOTE: The PRINT-ERS' INK Publications have carried a number of articles on copy testing. The article which follows deals solely with the use of sales tests as a gauge in predetermining the effectiveness of advertising through trial campaigns.

It reproduces parts of a report submitted to the New York Chapter of the American Marketing Society by its advertising committee, of which Mr. Coutant is

chairman.

It is important in its analysis of post-testing methods to be used after a trial campaign has been run, to see which of several types of copy or offerings are most successful.]

LET us begin with a fundaoverlooked. It takes time and costs real money to make an effective comparative sales test of advertising. Probably 90 per cent of the failures of sales tests of advertising have been due to futile attempts to short-cut on the necessary expenditures of time and money to safeguard the test.

At least four months' time is usually required; two months for sales observations prior to advertising; two months for advertising. And further time must be allowed for analyzing the returns. The time element will vary considerably with the product. Some products are bought frequently; others only at long intervals, and the advertising must be given time to work.

Cost naturally varies with the cities used and size of copy. But other expenses than space must be considered, for close personal supervision is an essential, and well worth the traveling expense.

As the validity of tests depends upon the characteristics and comparability of the cities to be used as test markets, it is worth devoting conscientious care to studying basic data from which a proper choice of test markets can be made. This involves two stages:

 Collection and comparison of published data, which can be done in any well-equipped research de-

partment.

2. Spot studies in each city of current conditions, especially during periods of business unsettle-

ment.

For reasons of economy, it is usually necessary to use fairly small communities as test markets. We offer six suggested specifications which markets for testing should meet:

1. Independent identity of city. Each city selected should be reasonably out of range of nearby big town stores that may run sales of the commodity to be advertised or something that fills a similar need. In other words, the city should have an independent identity as a market, and not be merely a suburb

of some major city.

2. Cities big enough to be forward-looking. It is advisable to avoid ultra-conservative little cities or towns that have stayed the same size for many years, or slipped back because people resist new ideas. The people of such communities are too slow to respond to advertising to be good test subjects.

Suitable progressive cities can usually be selected within the range of 25,000 to 50,000 population. Where costs permit, even larger

cities are advisable.

3. Diversified local sources of income. For example, trading points serving a surrounding area

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and having a variety of industries. It is well to avoid cities with one dominant industry which may shut down, cut off local buying power and invalidate the sales test. Naturally, one would select cities that are suitable for the product to be tested, as regards power to buy, climate, etc.

4. Equalized dealer set-up. Usually, dealers average up about even in numbers and ability for each town in comparison with others. Occasionally, however, a spot inspection will show one dealer or a chain dominating the market by cut-price tactics or general progressiveness.

The favorable or unfavorable attitude of a dealer of this dominance will tend to invalidate the test, and cities so dominated may well be avoided as comparative test markets.

5. Equalized sales work on product. Sales work and distribution should be as nearly equal as possible in kind and quality for each place. Usually this requires a spot inspection by the advertising men, in addition to the assurance of the sales department.

6. Satisfactory newspaper situation. Cities chosen must have newspapers that offer reasonable milline rates; must have within 10 per cent of equal percentage of coverage of their respective communities, and must be well regarded by their readers.

If it is the policy to use all morning papers, or all evening papers, it is necessary to avoid cities where the leading paper has a forced rate combination on morning and evening papers, because it would be unfair to compare the results of two-paper advertising in such communities with the results in other cities where a morning or an evening paper alone is Of course, there is the used. alternative of using morning and evening papers in all cities which would serve to keep the factors relatively equal.

Because the success of the copy test depends upon the care with which comparable cities are picked, the tentative list of candidate cities may be several times as long as the final list is to be, being trimmed down by eliminating cities that do not meet the requirements until a choice is obtained of cities that compare with each other as nearly as is practicable.

A frequently neglected precaution is to have a trained observer make a spot inspection of each test market before the final selection of cities is made. It requires trained powers of observation and a marketing man's mind to evaluate local conditions and to detect conditions that would unbalance the test.

Good local sources of information are traveling salesmen, boards of trade, leading merchants, the health office, newspaper editors.

There are almost limitless possibilities in testing one copy appeal against another; one type of package or product against another; and, of course, individual elements of advertising treatment, such as illustrations, headlines, tone of copy, etc., may also be sales tested.

Trial and error experience suggests these rules:

1. Hold to the simplest elements of what you wish to test. Test only one fundamental at a time, though several approaches to that fundamental may be tried simultaneously.

2. If you wish to compare effectiveness of small copy frequently against large copy infrequently, use the same campaign in both sizes, and not two different campaigns.

3. Give the advertising time to work. People may have stock on hand, or for other reasons refrain from rushing right out to buy, though they are interested.

4. Be sure to select a control city, comparable as nearly as possible with other cities, but in which you do no local advertising, to use as a yardstick against which to measure the effect in each of the campaign cities. In the control city, you do nothing but keep track of consumer sales. They may show gains, or they may show losses; either way, they furnish a base of 100 per cent for comparing results in other cities.

5. Some newspapers furnish real newspaper co-operation; some make

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a weak stab at it; and others give no service. The only way to get uniformity of treatment in all test cities is to ask the newspapers that give merchandising help to lay off just once and let the advertising do its work unassisted.

6. Keep the sales force in the dark on what you are doing when An enthusiastic copy testing. salesman may give so much help that he will ruin the test. All that should be done is regular routine

sales work in all cities.

7. Expect to conduct the test at a loss. It is too much to expect sales gains on a brief campaign to be great enough to pay for the test.

It is good practice to advertise on a larger scale and more intensively than the size of test cities would normally justify, in order to hurry the answer. The principle is the same as the laboratory practice of simulating years of wear by short-cut methods.

Many copy testers have committed the error of trying to read sales results in the amount of goods shipped to wholesalers, or to retailers, instead of in the amount purchased by the public to whom the advertising is addressed. Dealer purchases are an index only when taken over long terms, and even then may be affected by policies of increasing or decreasing the amount

of goods kept in stock.

To measure consumer buying brings up an unfortunate necessity -we shall have to spend some more time and money. Before we finish, we shall have spent at the rate of about 1 per cent or \$2,500 on testing a \$250,000 campaign. Does that seem too much? The executives who administer the advertising funds will have to answer the question according to their individual viewpoints.

We know of only one way to measure the flow of goods to the consumer; i. e., to count dealers' stocks on hand at spaced periods.

Druggists being the outlets for a mouth wash, for example, they are few enough in number to make if feasible to count stock in all drug stores in the test and control cities. There will be from twentyfive to fifty druggists per city of 25,000 to 50,000 population. If we were studying a grocery product, with 100 or more grocery outlets per city, we might count in only a representative proportion of the total number.

The procedure, subject to your own modifications, would be some-

thing like this:

Step 1. About two months before advertising, all stock of the mouth wash we are interested in must be counted by your own representative. Don't overlook stock in the dealer's cellar, which he will probably bring out and sell before your test is over. Above all, don't depend upon the manufacturer's salesmen to count stock for you. They are pressed too hard with their regular duties to take on anything extra.

Step 2. When ready to begin advertising, count stock in all stores again. Add purchases made since the first count to the amount on hand on the first count, deduct amount of stock on hand at second count, and the remainder represents the amount sold for a given period. Reduce it to an average rate of sale per day per city (all stores combined) so that you may compare similar periods of time even though your time elapsed between stock counts is not the same in all cities. In one city, the counts may be made exactly sixty days apart; in another city, sixty-three days because the checker cannot be in all cities on the same day. Reducing the sales figures to a daily average makes them comparable.

Step 3. When the advertising has run, repeat the stock count procedure as in Step 2, to arrive at an average daily rate of sale during the life of the campaign.

Step 4. A month after the advertising, repeat the stock count to see whether the rate of sale has been maintained. Sometimes a new idea may take hold slowly, but with cumulative good effect. Stopping the check-up too soon would be unfair if there is such an element in the test.

Usually it is sufficient to let the results be decided upon percentage

of increase in sales in each city. Studies of cost of space in comparison with sales results are complicated by different newspaper milline rates; these differences are important in selecting cities for a major campaign. But in a copy test, the choice of comparable cities is paramount, and it may be necessary to close your eyes to space rate situations.

The measuring rod is the Control City. If Control City shows a gain of 5 per cent in sales, and City No. 1 shows a gain of 10 per cent, the net gain is only 5 per cent better than it would have been without advertising.

But if the Control City shows a loss of 10 per cent, and City No. 1 shows a gain of about 10 per cent, advertising in City No. 1 would be credited with making a gain of about 20 per cent over what sales

would have been without the benefit of test copy.

Let it be understood that these suggestions are not, so far as we know, the standard practice of any company. Rather, they represent the views of your committee on methods of safeguarding a sales test, within the limitations of our present knowledge. Every principle, however, is based upon practical experience.

Sales testing is the most costly form of copy testing. There are other forms of testing less costly, and possibly sufficiently accurate for practical purposes. None carry quite as much conviction, however, because only a sales test demonstrates the power of the advertising to attract money out of consumers' pocketbooks and that is its real job.

Make Dairy Awards

WELVE awards for outstanding milk dealer advertising were made at the annual advertising exhibition held in connection with the recent convention of the International Association of Milk Dealers at Detroit. To these advertisers and their agencies, where one was used, went first prizes as follows:

Small-space newspaper campaign: Borden's Farm Products Co., Chicago, and Charles H. Touzalin Agency. Large-space newspaper campaign: Walker-Gordon Laboratory Co., Plainsboro, N. J. Newspaper rotogravure and outdoor advertising campaigns: Borden's Farm Products Co., New York, and McCann-Erickson, Inc. Store card: Dairymen's League, New

Newsboys Group Appoints Seeds Agency

The Newspaper Boys of America, Inc., Indianapolis, according to an announcement received from Charles E. Knepper, president, has appointed the Russell M. Seeds Company, of that city, to direct the advertising of its new N. B. A. plan of newspaper circulation promotion which embodies boy's welfare work and regular sales training for newspays. newsboys.

York. Car cards: Wieland Dairy Company, Chicago.

Under the route circular classification there were six first prize winners: Milk and butter, Abbotts Dairies, Philadelphia, and Richard A. Foley Company; cream, cottage cheese and buttermilk, Borden's Farm Products Co., Chicago, and Charles H. Touzalin Agency; institutional, Biltmore Dairy Farms, Asheville, N. C.
Judges were: John B. Gaughen,

president, Adcraft Club of Detroit, chairman; H. C. MacDonald, president, Walker & Company; president, Walker & Company, president, Walker & Company, gray C. Smith, president, Brooke, Smith & French, Inc.; G. K. Trakk, president, Evans-Winter-Hebb, president, Evans-Winter-Hebb, Inc.; R. J. Yonker, adver-tising manager, J. L. Hudson Co.

Ferry-Hanly Appointments

Matthew G. Pierce, vice-president of the Ferry-Hanly Advertising Company, has been appointed in general charge of the Chicago office. Charles L. Collette, until recently vice-president of the W. K. Cochrane Agency, is manager. A. Brooks Taylor, who has been dividing his time between the New York and Chicago offices, will in the future spend most of his time at Chicago. Earll W. Clements is a new member of the Chicago staff.

of the Chicago staff.

IF YOU SELL women who cook



. . . women who sew



. . . women who entertain



. . . women who are home-makers



OREGONIAN ADVERTISING GETS RESULTS

11th Annual Oregonian Cooking School



Jeannette Cramer

This is the 11th year that thousands of women will gather together to see for themselves actual demonstrations of ideas published on the Oregonian Food Pages throughout the year. Miss Jeanoette Cramer, nationally known Home Economics Editor, will again conduct the school which this year is offering over \$2,000 in prizes.

A vast audience of women reads The Oregonian . . . women who want to know how to stretch the food dollar, to find ways to a man's heart and to entertain. COver 10,000 contacts by telephone, mail and in person with such home-makers are made each month by Jeannette Cramer, home economics editor of The Oregonian. Her close cooperation has built up a strong women's appeal for The Oregonian and has created a very fertile market for advertisers seeking substantial results. [You also will find that women who read The Oregonian are the kind who respond to well planned advertising messages . . . and have the money to buy! Include The Oregonian on your media list.

The Oregonian

PORTLAND, OREGON

One of America's lowest milline rate newspapers

National Representatives, (Effective Nov. 1, 1932) VERREE & CONKLIN Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

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Publishers to Re-sell Chains

Plan Friendly Discussions with Top Executives on Newspapers'
Community Value

A PROGRAM of conferences with top executives of chainstore organizations to re-sell them upon the fundamental values of
newspaper advertising is planned
by the Inland Daily Press Association, which held its October meeting at Chicago last week. From
friendly, across-the-table conversations, it is anticipated, will result a
better understanding on matters of
policy which mutually affect the
publisher and the chain store.

The immediate impetus for this program is the current widespread use of circulars by many chains, a practice which was viewed by Inland publishers with varying degrees of concern. Some feeling was expressed that chains are using circulars as a bludgeon with which to force downward rate revision. The majority sentiment, however, seemed to be that the chains, like many other businesses nowadays, have been simply turning to a new expedient in an attempt to combat a condition wherein established selling tools have declined somewhat in productivity.

According to tentative plans, emphasis will be placed on the fact that newspapers generally are making a substantial contribution toward the highly desirable end of getting governmental expenses and the tax bill reduced; whereas circulars, of course, contribute nothing. Other phases of the newspaper's usefulness to the individual chain-store unit, as well as the chain systems as a whole, will be stressed. The exact nature of these discussions, however, will depend

Represent Animated Displays

The Fred M. Danner Company, Kansas City, Mo., and the Jay H. Skinner Advertising Agency, Houston, have been appointed to represent Animated Advertising Displays, Inc., Detroit.

Appoints Cross & LaBeaume

The Oxford Filing Supply Company, Brooklyn, N. Y., has appointed Cross & LaBeaume, Inc., New York, to direct its advertising account. upon a study to be made by a committee consisting of: J. S. Grey, Monroe, Mich., News, chairman; A. L. Miller, Battle Creek, Mich., Enquirer-News; and Louis Weil, Port Huron, Mich., Times-Herald.

The radio also came up for considerable discussion, stimulated by a talk by James G. Stahlman, publisher of the Nashville Bauner and president of the Southern Newspaper Publishers Association, on the subject, "Ether or Printer's Ink?"

A committee was appointed to study the relation of radio to the newspaper publishers' problems and formulate a sound attitude for the association's members to take, admitting that the radio has its place as an advertising medium. The committee consists of E. H. Harris, Richmond, Ind., Palladium-Item, chairman; Frank D. Throop, Lincoln, Nebr., Star; and Linwood I. Noyes, Ironwood, Mich., Globe.

William F. Huffman, Wisconsin Rapids, Wis., Daily Tribune, declared that Government and State farm relief projects have failed because the units of operation have been too large. The solution, he said, perhaps lies in localized operation of marketing programs in which the farmer has a direct contact with the activity. And if it is true that merchandising is the way out of the agricultural chaos. the newspaper publisher-whose interest lies greatly in the buying power of the farmer—is the logical one to educate him on intelligent marketing methods.

Appoints Iola

The Craftsman Radiator Enclosure Company, Inc., Oceanside, L. I., has appointed the B. Dave Iola Company, Inc., New York, to direct its advertising account. Newspapers are being used.

Has Cleveland Office

Meek & Wearstler, Inc., Youngstown. Ohio, advertising agency, has established a branch office at Cleveland in the Guarantee Title Building. Ray M. Thompson is manager. J. S.

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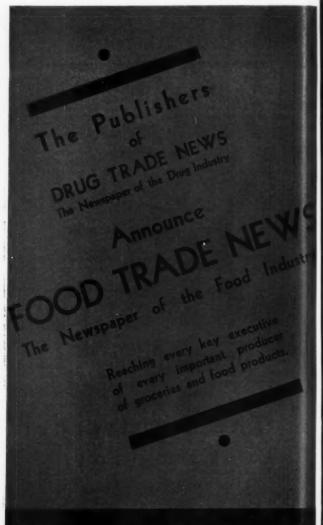
Numbers among its readers a higher percentage of key executives than any other publication in the world.

Published by

The Bradstreet Company

148 Lafayette Street New York

Advertising rates on request



TOPICS PUBLISHING CO., INC. 330 WEST 42nd ST., NEW YORK CITY



BOSTON

IC.

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ATLANTA Geo. M. Kohn 908 Walton bldg

SAN FRANCISCO J. McA. Johnson Roger A. Johnstone, 18 Browne st., Brookline 155 Montgomery street Mass, CHICAGO CHICAGO

P. J. Cosgrave and J. M. Conners 43 E. Ohio street

CLEVELAND E. D. Duncan Williamson bldg. ST. LOUIS

Oliver L. Marcks 312 Victoria bldg.

An Idea That Helps Boost Slack Season Sales

How Copeland Keeps Winter Refrigerator Sales from Freezing Up

By W. D. McElhinny

Vice-President, Copeland Products, Inc.

ONLY a short time ago, volume of electric refrigerator sales was largely confined to the months of April, May and June, with a slight pick-up in September.

In February the sales curve began an ascent which became increasingly steep until the peak was reached the forepart of May and continued through June. In July it fell sharply and flattened out in a valley lasting through August. In September a small sales peak occurred. Then it sank into the wide valley which included October, November, December, January and the early part of February.

At Copeland we set about to bring up the level of sales for the nine months so that the contrast would not be so great with those of the spring peak months. In a period of three years we have made progress in accomplishing this objective.

Not only has our plan succeeded in a large measure to show that electric refrigeration is a year-around necessity, but the sales points that made this so have brought about an acceptance of electric refrigeration on the part of the public. This in turn has also helped raise the level of the sales curve in what were formerly poor months.

It is true that April, May and June will always be the big months in refrigerator sales. We have not intended that they should be otherwise. What we set out to do was to raise the level of the sales curve for the remaining months of the

year.

Several years ago we formulated a sales presentation and devised a demonstration that has been carried out with success each year following. This demonstration is exceedingly simple. In fact, it is its sheer simplicity that gives it force and convinces the housewife

beyond doubt or argument that a Copeland electric refrigerator will be of great value regardless of the

season of the year.

Either by pre-arranged appointment or canvass, the salesman calls at the home, introduces himself and announces the purpose of his call. Early in his conversation with Mrs. Prospect he politely makes a simple request that is usually granted.

"May I take the temperature of your house, Mrs. Prospect?" he

inquires.

The temperature of the house being ascertained, the salesman proceeds to give his album demonstration. In the demonstration we set up the fact that food, to be properly preserved, must be kept below 50 degrees and we cite authority after authority to this effect. We stress this point as the basic reason for electric refrigeration. Once it is set up and accepted as true by a customer, we have a comparatively easy time in proving our case.

Taking the Refrigerator's Temperature

In the middle of the album demonstration, our salesman asks permission to take the temperature of the refrigerator. This request is

usually granted.

He places an accurate thermometer, especially designed for the purpose, in the ice box and allows it to remain there for several minutes. In the meantime he is learning much of sales value, because the scene of action has changed from the living room to the kitchen, and when a good refrigeration salesman can get into the kitchen he should be about as happy in regard to his sale as he would be if he were standing around his own Christmas tree.

Usually in the fall and winter

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the temperature of the home will be in the neighborhood of 70 degrees. The average temperature of the ice box may run close to 58 or 60 degrees. In other words, there is only a small margin—about 10 degrees-between room temperature and the ice box temperature.

When this striking fact is demonstrated to Mrs. Prospect by means of the thermometer, she usually has one of the big surprises of her life. Once it is established it helps the salesman to prove his case for Copeland, regardless of the season of the year.

The salesman then proceeds:

Bros Heads Minneapolis Sales Managers

Ernest T. Bros, of the William Bros Manufacturing Company, has been elected president of the Minneapolis Association of Sales Managers. Other new officers are: Vice-president, F. F. Sefton, Pure Oil Company; treasurer, H. H. Brokaw, Northwestern Bell Tele-phone Company, and secretary, Reuben Ohman, A. M. Cheshu Printing Company.

Gets Millinery Account

The Germaine Millinery Company, New York, has appointed T. L. Mc-Cready, of that city, to direct its adver-tising account. Fashion magazines, busi-ness-paper and rotogravure advertising will be used.

Watts Has Own Business

William D. Watts, at one time with the Winson Press, Inc., New York, has established a printing and typography plant at 228 East 45th Street, New York, under the name of the Watts Printing Company, Inc. Printing Company, Inc.

Joins Detroit Engraver

Don Aubrey, formerly with the Art Printing Plate Company, Detroit, has joined the sales staff of Gray, Ketterer & Hansen, Inc., engraving house of that

With York Ice

C. A. Pearson, formerly with the General Refrigeration Company, Beloit, Wis., has been appointed national super-visor of commercial sales of the York lee Machinery Corporation, York, Pa. Pearson, formerly with the

Has Cosmetic Account

The Aldon Distributing Company, New York, cosmetics, has appointed the Franklin Advertising Corporation, of that city, to direct its advertising.

"Do you'know, Mrs. Prospect, that taking the entire United States and averaging the temperatures, there are only about twentyfive days when the outside temperature ranges between 50 and 32 degrees?"

He produces weather reports and weather maps, and goes back to his argument, already set up and proved, that food, to be properly preserved should be kept at a temperature below 50 degrees and above 32 degrees.

Then he continues with the re-mainder of the twenty-six major points in our demonstration.

Death of E. E. Haight

Elbert E. Haight, president and business manager of the Concrete Publishing Company, Chicago, publisher of Concrete, died at Evanston, III., last week. He was Western manager of the Class Journal Company for eighteen years prior to 1925. In that organization he was most closely identified with Motor Age, on which he served as business manager. For a number of years Mr. Haight served on the executive committee of the Associated Business Papers, Inc. He was fifty-two years old. was fifty-two years old.

Grahl with Central Outdoor

R. C. Grahl, until recently vice-president and secretary of The Reddington Agency, Inc., New York, has been appointed special sales representative in the East of the Central Outdoor Advertising Company, Inc., Cleveland and Toledo. He has opened offices at 60 East 42nd Street, New York.

Olliffe Represents Geyer

Thomas J. Olliffe has been appointed Southern California representative, with headquarters at Los Angeles, of the Geyer Publications, New York, Alexander Rattray continues as regular representative at San Francisco.

Promotes Pepsodent

Will de Grouchy, for ten years promotion manager of the Curtis Publishing Company, and, more recently, art director of The Ladies' Home Journal, has been appointed promotion manager of The Pepsodent Company, Chicago.

Kay Has New Account

The Vitamin Food Company, Inc., and Vegex, Inc., both of New York, have appointed J. Roland Kay, Inc., Chicago, to direct the advertising of Vegex and other food products. Newspapers and class magazines will be used.

Some Factors That Will Affect 1933 Selling

Advertising Executives Should Sell Their Next Year's Appropriations on Their Ability to Solve Sales Problems

By Willard T. Chevalier

Publishing Director, Engineering News-Record and Construction Methods

IT is a startling fact that during the last couple of years there has been an enormous turnover throughout the market for every form of capital goods and equipment. A check of nearly 450,000 men connected with every department of industry shows that during 1931, about 31 per cent of them retained the same address and the same job; 34 per cent of them had a new address with either their old job or a new one, while 35 per cent of them represented new men on new jobs.

In other words, during one year there was a turnover of between 35 per cent and 69 per cent in buy-

ing authority.

And this applies not only to individuals; in some industries it applies to buying units as well. In one industry with which I am familiar it was found that of all the units that handled \$100.000 of work or more during 1930, 58.4 per cent did not remain in this class during 1931 and of those who handled a similar amount of work in 1931, 54 per cent had not so rated during 1930. During the current year the turnover in this field probably is even greater.

Neither is this evil confined to the producing organizations themselves. It applies equally to the distributors and trade outlets. Here, too, there has been a striking turnover, which has undermined the foundations of many a manufacturer's standing in his market. It is not safe today for him to take for granted that the selling and promotional work he did ten years ago has carried through and will stand him in good

stead in 1933. He will be sitting in a new game with a new lot of players and dealing from a new deck. It will be just as well not to take too much for granted.

Another factor that will affect 1933 selling is the change that has taken place in the field selling staffs, the facilities for personal contact with potential customers. Many branch offices have been reclosed, sales staffs have been reduced, trade outlets have been curtailed, the whole machinery of personal contact has been crippled.

The salesmen themselves have found it increasingly difficult to cash in on the contacts they have been able to make. Less often are they able actually to get down to cases with their prospects. In many cases they have had to take over additional products with which they have been unfamiliar.

Their Own Firms Have Lacked Faith

They have seen their own companies betray a lack of faith in the possibility of closing business by cutting down their advertising effort and otherwise pulling their punch at a time when they needed all the support and encouragement that could be given to them. All this applies equally to the salesmen of distributors and other trade outlets. And with these organizations the need for increasing the number of lines handled by each member of a depleted sales staff has often cut down severely the manufacturer's chance of a fair representation.

Thus we find all along the line that 1933 will present a more exacting selling problem than we ever have known and that we shall have a reduced and disheartened sales organization to cope with it.

Portion of an address before the Technical Publicity Association, New York.

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WILFRED O. FLOING

ANNOUNCES

THE OPENING OF OFFICES AND STUDIOS

AT

333 N. MICHIGAN AVENUE

CHICAGO

Telephone RANDOLPH 2316

Associated with Mr. Floing on a participating basis will be a limited number of men capable and experienced in Creative and Layout work and the Production of Commercial Art.

The Service is for Advertising Agencies—and for Advertisers direct in the preparation of their own advertising.

The scope of the Service, in addition to Ideas, Layouts and Production of Art, includes consultation on all problems pertaining to the physical side of advertising—and a practical knowledge of values for the purchase of black and white and color photography and the work of any artist outside the organization.



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A cardinal principle of 1933 selling will be to achieve the maximum economy of the selling dollar. That is to say, we must make every dollar spent to influence sales do its utmost for the building of profits.

This means that these dollars must first be well directed, i.e., that the selection of markets be made intelligently; that the manufacturer who would sell them be thoroughly familiar with the changes in practice and process that may have been made within the plants of his potential customers; that he know for certain whether his assumed prospects really can use his product effectively and profitably. He must, so far as possible, determine the relative importance of various markets on that basis.

It means that prospect lists must be carefully culled for the elimination of the defunct and the irresponsible, for the segregation of the worth while, and for the appraisal of those most likely to justify the high cost of intensive personal contact.

It means the use of advertising, consistently and purposefully, not as a luxury to be enjoyed because we have the money and probably will take no harm from it, but rather as the essential instrument that will enable us to surmount some of the appalling handicaps to profitable selling.

Nineteen thirty-three selling of industrial goods will require a pervasive, yet economical, contact that will search out the unidentified prospects, and penetrate the barrier of "no-men" to reach those in the prospect's organization who can be interested in the value of a product rather than just its cost.

Selling Products in Terms of Profit

It will demand an educational medium that will enable us persistently to tell the potential user of our products what they may mean in terms of profits to him for we shall need to saturate the aggregate mind of our markets as never before with a knowledge and an understanding of the value to them of what we offer.

It will be necessary for advertising executives to sell the need for their 1933 appropriation on the basis of their ability to help solve the sales problems I have outlined. It is a joint responsibility of sales and advertising executives to sell their general executives on the special nature of the task that confronts the manufacturer of capital goods and equipment in these times. If this be well done, there can be no question as to the place that advertising will have in the company's program.

Advertising from Reserve Funds

In this connection, it is obvious that there are some manufacturers in this field who should not be deterred from the profitable use of advertising by lack of funds. There are those who have accumulated large reserves and who still have all or a substantial part of them. In some such cases the best efforts of the management have been applied during the last year or so to the conservation of those reserves.

Wise enough, no doubt, when the panic was on, but at this juncture it may be wiser to divert some of those efforts from the management of an investment trust to the rebuilding of the business. Reserves are set aside to insure the stability and growth of the business. They are there to meet an emergency or to cash in on an opportunity. The emergency is past, the opportunity is here. Today there is an opportunity to invest these funds in the well-being of the business, to get the jump on competition and to re-establish its profit-making capacity for years to come.

After all the something that constitutes a business is not the bricks and mortar of which its plant is built nor yet the cash or securities that lie in its treasury but rather the reputation, the recognition and the order-getting power that constitute its earning capacity.

It is to be hoped that the sales and advertising executives of such firms may now be able to convince their chiefs that this is a time to invest their surplus, or some part of it, in their own business and that the place to invest it is in the

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business-building departments. In some cases the income from surplus alone would finance a very profitable advertising investment.

Oct. 27, 1932

How shall we advertise to justify the faith of management in the investment we ask of it?

Contact with the potential buyer in industry is more difficult and uncertain than it has ever been. At a time when he is harder to find and harder to reach and harder to convince, our machinery for personal contact has been greatly weakened.

Advertising, the major sales auxiliary, is made to order for such a situation. Advertising effort directed to the logical markets, through carefully chosen media, carrying the proper appeal for each of these markets-sound advertising, in short-will perform the most difficult contact and promotional job ever presented to industrial selling at the lowest possible cost. Advertising can do the educational job required to incubate sales of industrial equipment and materials in this market more fruitfully and more profitably than could an equal investment in any other direction.

Under 1933 conditions aggressive advertising will stimulate and hearten a sales organization more than could any other single activity of management. It will be a pledge of confidence on the part of the house. It will be a demonstration to the salesmen in the field that he has not been left to fend for himself, that the boss himself really believes there is business to be got and that he is willing to spend money to get it. And without his faith in all that, just how good can we expect a salesman to be?

Advertising in 1933 will contribnte powerfully toward maintaining dealer and distributor connections, strengthening their salesmen's representation and keeping them sold on the stability and aggressiveness of the house they represent.

It is worth while to remember that competition cannot be beaten by withdrawing from the field. In these times "the field" is the aggregate mind of thousands of potential users of your product throughout industry. There is the true battleground upon which the sales struggle of these times must be waged. It is not the desk of the man who signs the order; it is the composite mind of the men who are concerned with the efficiency and profit-making aspects of the business.

Advertising, soundly conceived, convincingly written and intelligently directed, will reach and occupy this field and hold it against competition. The business graveyard is crowded with headstones bearing the epitaph, "Too scared to fight."

Then, too, there are those who have been "running on momentum." This, of course, is a business version of perpetual motion. Both are appealing ideas in theory but a lot of money has been sunk experimenting with them. It is well to remember that "running on momentum" is simply a process of gradually coming to a dead stop.

It is well to remember also that sound advertising investments do not mean higher sales costs. Advertising effort in a time like this must make for lower sales costs. Any appropriation for selling and sales promotion, be it large or small, unwisely spent, is waste.

Now more than ever it is important to build appropriations to meet requirements and conditions rather than to adapt our advertising programs to arbitrary allotments.

"American Spectator" Out

The first issue of the American Spectator, which will be published monthly, has appeared. It is edited by George Jean Nathan, Ernest Boyd. Theodore Dreiser, James Branch Cabell and Eugene O'Neill. It carries no advertising and the editors will serve without pay.

Morris Takes Up Investments
Thomas J. Morris, former Western
manager of Farm and Fireside, of the
Associated Farm Papers and of People's
Popular Monthly, is now associated with
the Mortgage and Bond Investors Corporation, Chicago, as secretary.

Appoints Hampton, Weeks & Marston

The Smith Safety Razor Blade Company, New York, has appointed Hampton, Weeks & Marston. Inc., of that city, to direct its advertising account.

LOST

an Art Directors Idea...



SOMEWHERE BETWEEN HIS DESK AND THE ART

FRAGILE.... HANDLE WITH CARE! Ideas are like quicksilver. They're hard to get, hard to translate and harder to keep.

We know... because that's our business, handling ideas.

Here's one . . . right off the Art Director's layout pad. Perhaps it's a thumbnail . . . maybe a rough.

A script headline! Not feminine, but not exactly masculine either. A photograph of two women. Not Ritzy... but not low-brow either. A package. Me large... but big enough to satisfy the client. countr

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The

We

".... get what I mean?"

It's always the subtleties . . . the in nuendo...the unspoken words...that carry the burden in transmitting idea.

Call it a 6th sense if you like... catching these subtleties, and translating them into layouts, drawings and photographs.

The most successful agencies in the

The Studio of LEO AARONS



ND THE ARTIST WHO "ATTEMPTED" THE PICTURE

package. Not to satisfy the

es . . . the in words . . . that mitting ideas you like . . . and translatlrawings and

encies in the

country are our clients... because they find in us a kind of thinking and point of view that matches their own.

We neither lose ideas... nor do we electrotype them. We can create... and take instructions. We can produce entre campaigns... from the original sketches to the finished drawings.

The next time you have an important job...let us tackle it. Find out for yourself the kind of thinking we have brought to commercial art production.

420 LEXINGTON AVENUE. NEW YORK CITY



Circulation Guarantees O. K.— If They Work Both Ways

There's an Up as Well as a Down, Newspaper Executives Point Out; Plan Agency Discussions

THE circulation guarantees being demanded by some advertising agencies are all right with the Newspaper Advertising Executives Association—provided it is agreed that they work both ways when the time comes for computing

the invoice.

This subject came up for considerable discussion at the association's meeting at Chicago last week. It was brought out, and nailed as somewhat curious reasoning, that the demanders of circulation guarantees seem to be unwilling to pay for circulation that may be over the guarantee asked for. A motion was made and decisively carried that the meeting go on record as follows:

"This association is opposed to the principle of newspaper guarantees of circulation unless provision is made for an increase in rate when the guarantee is exceeded."

The meeting consisted of the usual frank, round-table discussions typical of the gatherings of this association. Much of the conversation was necessarily off the record and confidential. Don Bridge, advertising director of the New York Times, was the presiding officer.

Plan Discussions with Agencies

Receiving perhaps more attention than any other one matter of business was a new proposal whereby the association will enter into informal discussions with advertising agency interests regarding whatever mutual problems both sides may see fit to consider. The newspaper committee of the American Association of Advertising Agencies will serve as the liaison body for the agencies.

The association voted to proceed with such a program, with the distinct understanding that whatever may come out of the interchange will be merely in the form of recommendations to publishers. Members of a committee appointed to supervise this activity are: Irwin Maier, Milwaukee Journal, chairman; Col. L. W. Herron, Washington Star; William F. Rogers, Boston Transcript; and Don Bridge.

Purposes of the Program

The underlying purpose of the program, which thus far is simply in the preliminary negotiation stage, is to facilitate the handling and placing of newspaper advertising, to establish a better understanding in solving problems that affect both agency and newspaper. The eventual outcome may be the submission to publishers of a suggested code of standards of practice, covering points of working relationship not otherwise provided for at present.

Some suggestions from the agency side were informally presented by F. R. Gamble, executive secretary of the Four A's, and Happer Cummings, chairman of that association's newspaper committee. In turn the newspaper executives group will furnish the agencies with a list of subjects it would like to have the latter consider.

The question of advertising rates is good for a certain amount of discussion at any advertising or publishing gathering and this one was no exception. Various angles of the subject were discussed. One of them concerned the efforts of national advertisers to secure the retail rate. From the hearty applause that greeted the comments of Colonel Herron, it may be taken that he just about summed up the sense of the meeting.

"The sooner you make up your minds what the definition of retail advertising is, the better off you're going to be," said Colonel Herron. int Out;

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retail you're lerron. "Establish a definite, hard-bound rule as to who can get the retail rate and who cannot—and then stand on it. Then you will establish yourself as a newspaper that is properly run. You may lose a little business for a while. In the end the advertiser will respect you.

"After all, this whole question is the fault of the newspapers themselves. You simply cannot blame a man, in a situation where there are two rates, for trying to get the lower one. When he does, present your rule and say: 'If you qualify you can get it. If you

can't, then you cannot.' But until you define you get nowhere."

It was also inevitable, of course, that the subject of rate reductions should pop up. A show of hands was asked on how many of those present had adjusted rates in any manner that would permit the advertiser to buy space at a lower price than before. A majority of approximately four to one had made no change. It was then asked whether those who had reduced rates had experienced additional linage as a result. Answer: No.

Newspaper Group Re-elects

THE entire last year's administration of Major Market Newspapers, Inc., led by George M. Burbach, advertising director of the St. Louis Post-Dispatch, as president, was re-elected at the annual meeting held last week at Chicago. W. F. Schmick, business manager, Baltimore Sun, continues as first vice-president; Herbert Ponting, general manager, Detroit News, as second vice-president; L. M. Barton as secretary-treasurer. The re-elected directorate, in

addition to the officers, consists of: Col. L. W. Herron, Washington Star; John Cowles, Des Moines Register-Tribune; Sherman Bowles, Springfield, Mass., Newspapers; J. Russell Knowland, Jr., Oakland, Calif., Tribune; John F. Tims, Jr., New Orleans, Times-Picayune; Harvey R. Young, Columbus, Ohio, Dispatch; Frank Tripp, Gannett Newspapers; E. E. Robertson, Kansas City Star; and Carl P. Slane, Peoria, Ill., Journal-Transcript.

To Publish "Food Trade News"

The Topics Publishing Company, Inc., New York, publisher of Drug Trade News, a newspaper covering the food industry. The new paper will be published biweekly, appearing every other Monday and alternating with Drug Trade News.

Joins Mutschler Brothers
H. D. Wagner, formerly with the
refrigeration department of the General
Electric Company, has joined the
Mutschler Brothers Company, Nappance, Ind. He will act as sales manager of the newly created electric water
heater division of which R. C. Chapman
is in charge.

Heads St. Louis Junior
Hugh B. Terry, space buyer of the
St. Louis office of Russell T. Grey, Iuc.,
advertising agency, has been re-elected
president of the Junior Advertising Club

of that city.

Virginia-Carolina Chemical Elects Holderness

George A. Holderness has been elected president of the Virginia-Carolina Chemical Company, succeeding Charles G. Wilson. Spencer L. Carter, J. C. Carroll and A. L. Ivey have been made vice-presidents. R. M. Davis was elected treasurer and P. C. Smith, secretary.

Changes in "Game & Gossip"

Lincoln Dellar, representative in San Francisco of Game & Gassip, Los Angeles, has been appointed advertising director. He is succeeded as Northern California representative by Lynn Bramkamo.

With Hannah Porter Company

De Witt Davidson, formerly Eastern advertising manager of the National Retail Clothier and Furnisher, Chicago, has been appointed sales and advertising manager of the Hannah Porter Company, New York, maker of lamps.

Two Advertisers Join in Contest

EVERY day, for sixty days, soap and an electric dishwasher are being advertised together by means of a contest. Details of this contest are being broadcast on the popular Clara, Lu 'n' Em radio program, along with advertising for both Super Suds and the Conover Electric Dishwasher.

Since Super Suds is primarily recommended by Colgate-Palmolive-Peet for dishwashing, and since the Conover uses soap in its operation, each has a very effective

tie-up with the other.

Women are asked to write a letter describing a practical, tested use for the soap. The letter, to be not over 200 words, must be accompanied by a Super Suds boxtop or a reasonably accurate colored reproduction.

A dishwasher is awarded to the

prize-winner each day. The washer is carefully described and sold to the radio audience as a valuable, practical and worth-while prize. The advertising announcement consists of about 400 words, at least one-third of which is devoted to the washer.

The soap company is distributing among its dealers over 100,000 display cards featuring the contest and illustrating and describing the

prizes.

In addition, the Conover company is distributing a line of dealer helps enabling its dealers to tie-in with the contest.

Gonover announced the contest to the trade in a business-paper advertisement. Pre-prints of this were sent out to a select list of dealer prospects as well as to regular dealers.

Sales Convention by Radio

THE Chrysler Corporation, on the afternoon of November 1, will bring its DeSoto, Dodge and Chrysler dealers together in convention by means of a radio broadcast. A ninety-minute broadcast over the Columbia network will take the place of the regular annual meeting of Plymouth dealers and will acquaint them with the new Plymouth Six.

It is anticipated that more than 75,000 persons concerned with the sale of Plymouth cars will listen in. Meetings, to hear the broadcast, will be held in twenty-five key

cities

Walter P. Chrysler points out that the move is one of economy, that to bring two men from each dealer organization to Detroit for a convention would entail tremendous expense. Speakers will be Mr. Chrysler, Fred M. Zeder, vice-president in charge of engineering of Chrysler Corporation; B. E. Hutchinson, chairman of the board, and H. G. Moock, general sales

manager of the Plymouth division

of Chrysler.

Dramatized presentations, & la "March of Time," will take the listeners through the various departments of the factory during the first hour of the broadcast. An interval of a half hour has been arranged to permit dealers to telegraph questions to New York for answer. During this interval, dealer groups will be shown a motion picture and get their first glimpse of the new model. Then questions will be taken up during the last half hour.

Mr. Chrysler, in a statement, which will be advertised in newspapers, offers apologies to the radio public for depriving it of ninety minutes of regular entertainment. At the same time, he invites all who so wish to listen in on the business conference.

The program has been insured for \$500,000 against unforeseen circumstances which might interfere with its broadcast.

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5,000 Dealers Asked for These Sales Helps

PROBABLY every manufacturer at some time or another has faced the problem of getting increased use of dealer sales helps. Last January, the Mohawk Carpet Mills developed a plan that has brought thirty times as many monthly requests for this material as were previously received and a much greater actual use of sales helps ordered.

Formerly, the company sent to 40,000 retail outlets, once or twice a year, a catalog of all sales helps available. This was either mailed direct by the company or distributed by jobbers' salesmen and the company's own salesmen calling on the trade. The difficulty was that dealers often filed these catalogs away and forgot them or else were unable to find them when needed.

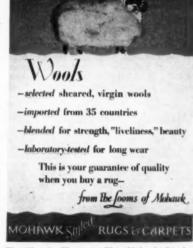
This year, Mohawk inaugurated The Rug-of-theMonth plan. To get retailers, and especially the
smaller stores, to tie-in
with this plan, a complete
kit of sales promotion
material is offered with
each rug featured. Although the company is now
using less expensive dealer helps, their variety and
frequency have been increased so much more that
retailers show considerably
more enthusiasm about them.

Over a period of years the company has built up a list which now numbers 42,000 dealers. The list has been compiled from regular directories in the field, from lists furnished by distributors and from the names secured by the company's own salesmen.

In February of this year, The Rug-of-the-Month plan was announced to these retailers through a special broadside. It told them of the sales helps that would be prepared for them each month and

which they could have by returning a coupon. These helps include window posters, display cards, pennants, mats for newspaper advertising, novelties and direct mail for consumer mailings. Dealers are advised to feature in their windows each month the rug selected by the company for promotion.

About the fifteenth of each



The Sheep's Fleece in This Mohawk Display Card Contains an Actual Sample of Virgin Wool

month a new broadside is mailed out, announcing the rug to be featured in the forthcoming month and describing the sales helps which may be had by sending in a business reply card.

In September more than 1,500 cards were received, requesting material for the October promotion. In one day alone, 517 requests were received. Altogether, since the plan started, some 5,000 individual dealers have asked for the literature and displays.

Distributors have been enthusi-

astic over the plan. Their salesmen are given a supply of the broadsides each month and these are delivered personally to some retailers. Because of the bulkiness of the kits it has not proved practical for salesmen to deliver them

personally to all of the dealers. Furthermore, by having the requests come direct to the Mohawk advertising department, the company can keep a check on the helps and which dealers are using them.

Hard Boiled-and Proud of It

THE First National Bank, of Detroit, is a hard-boiled bank—and proud of it. So proud, in fact, that it recently ran a three-quarter page newspaper advertisement, signed by Wilson W. Mills, chairman of the board, in which it related why it was hard boiled and why all sound banks must be hard boiled.

"In the last few years," reads part of the copy, "you have heard a lot of talk about 'hard-boiled banks'. . . A fraction of this talk may be justified. But remember one thing: The so-called 'hard-boiled banks' are the banks which are still doing business at the same old stands. . . . No bank, even at the risk of being called 'hard boiled,' should be expected to deviate in any way from the basic, elemental principles upon which the credit structure of banking rests.

"Most of the 100,000 commercial customers of this bank recognize these principles and understand that their bank must live up to them."

Mansergh to Direct Schlage Lock Sales

J. A. Mansergh, for five years general sales manager of the Russell & Erwin Manufacturing Company, New Britain, Conn., has been appointed sales manager of The Schlage Lock Company, San Francisco. W. C. Habbersett, formerly in charge of contract sales, is now general sales manager of the Russell & Erwin company.

Directors Named

Mark Seelen, Helen Wells, C. K. Morris and Charles C. Kuoni have been named directors of the recently established Art Directors Club of Chicago. Committee chairmen include: John Jennings, Fred Boulton, Charles Prilik, Louis Ingwersen, Dewey Bertke, Scott Runge, and Charles H. McDougall.

For Those Under Thirty

The first issue of Modern Youth will appear January 1. It will contain only the work of authors under thirty years of age. Miss Viola Ilma, at one time with Batten, Barton, Durstine & Osborn, Inc., is editor and publisher. Offices are at 155 East 44th Street, New York.

Joins Toronto Agency

Miss Ivy Maison, formerly editor of the Business Woman's Magazine, Toronto, has joined the Sidney Law Advertising Service, of that city, as an account executive.

Sheldon Heads Waterbury Clock

James R. Sheldon has been elected president and treasurer of the Waterbury Clock Company. Carl Kraft has been made assistant treasurer. C. H. Granger and George H. Close continue as vice-president and secretary, respectively. These men also hold the same offices with a subsidiary, the Ingersoll-Waterbury Company.

New Art Service

The Colangelo Studios, Inc., has been formed with headquarters at 441 Lexington Avenue, New York, by Theodore Colangelo and Charles P. Knill, Jr. Mr. Colangelo was art director and treasurer of the Chase Organization, Inc., for which Mr. Knill was a sales representative.

Represent "The Earth Mover"

J. William Hastie, New York, and F. W. Henkel, Chicago, publishers' representatives, have been appointed advertising representatives in their respective territories of *The Earth Mover* and *Tierra Y Rocs*, both published at Aurora, Ill.

Tracy Gets Soap Account

Potter & Moore, London, Mitcham soaps, toilet waters and creams, has appointed W. I. Tracy, Inc., New York, to direct its advertising account. News' papers and magazines will be used.

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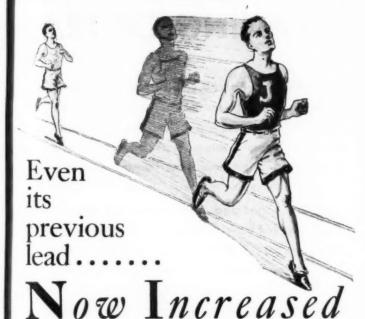
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The latest Post Office Statements for the six months ending September 30, 1932, show that the Syracuse Evening Journal continues to lead all Syracuse newspapers and has 30% more circulation than the second evening newspaper.

JOURNAL now leads second evening paper by 14,151 or 30% Here are the figures:

P. O. STATE- P. O. STATE- Gain or Loss over P. O. Statement MENT 9/30/32 3/31/32 3/31/32 61,174 - 170 JOURNAL..... 61,004 -3,36546,853 50,218 Second Evening Paper

The JOURNAL'S dominance includes not only circulation supremacy but leadership in Total Display Advertising, National Advertising, Local Advertising, Grocery Advertising and Department Store Advertising

SYRACUSE JOURNAL

Nationally Represented by RODNEY E. BOONE ORGANIZATION

SPEAKING OF TRADIN

• • • Harper's Bazaar's ten day Fashion Conference anning and Exhibition which was held last month, attracted 750 buyers so on merchandise managers, and fashion advertising people from \$2.193 stores in 212 cities! It was the first Conference of its kind ever upper be sponsored (to the best of our knowledge) by any magazin teiving

• • • We organized and conducted this Conference from a two-fold point of view. First, personally to acquaint a visitors with Harper's Bazaar's editorial opinion concerning who onfer is really smart in fashionable merchandise, together with suggetions for its promotion and sale. Secondly, to give practical aid our advertisers by putting their products before those retail executives who do the actual buying for their stores.

- • With these goals in mind, we scheduled daily illustrated talks on fashions and cosmetics, with their promotional passibilities, held open meetings for the discussion of mutual problem and the exchange of mutual ideas, and displayed the products of 100 of our advertisers in our galleries at 572 Madison Avenue.
- • The whole Conference was greeted with sud enthusiasm by both advertisers and retail executives, that we at

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FLUENCE

Conference only to hold another one in the Spring. The effort expended 750 buyers considered not only a material aid to the retail buying outlook ple from 5 1933, but a fitting climax to the various Trade Services of kind ever proer's Bazaar, which alert dealers everywhere have been y magazin teiving and profiting by for years, and which have helped to id Harper's Bazaar's enviable Trade Influence.

 *If you would like to receive copies of any of the erning when herence speeches, we will gladly send you those you check:

> —by Miss KATHLEEN HOWARD, Fashion Editor, Harper's Bazaar

- Report on the August Paris Openings
- Advance American Fashions

-by Miss HELEN CORNELIUS.

Director, Retail Fashion Service, Harper's Bazaar

- ☐ The Silhouette, the Fabric, the Color
- ☐ The Foundation of the Mode
- Promoting Accessories
- Fashion Shows
- Shoes, Hosiery, Millinery

—by Miss CAROLA DE PEYSTER KIP,

Cosmetics Editor, Harper's Bazaar

- Costumes and Cosmetics
- Promoting Cosmetics

Address: Frederic Drake, Business Manager

Introducing New Packages Economically

OGILVIE SISTERS NEW YORK

Editor of PRINTERS' INK:

Have you any articles pertaining to the introduction of a new package? We are interested in learning what firms generally do when they are re-styling their line—either by adding a new line at the same price, that is, new bottles and labels, or repricing the line. Do they call in old merchandise and make an allowance or simply ship out the new merchandise as the orders come in?

S. HARRIET SILVA.

THERE is no standard practice in introducing new packages.

In cases where the merchandise is not perishable and can be repacked in the new containers, manufacturers usually announce a date when the new line is to go on the market, thus giving dealers plenty of chance to clean out the old packages, and then when the new containers are ready to ship offer to make liberal allowances for all old containers in stock.

This system, however, is not often feasible. Therefore, most manufacturers determine the time when dealers' stocks are at a low and then introduce the new container. Under such a system the

Dr. Upjohn Dies

Dr. William E. Upjohn, founder and chairman of the board of the pharmaceutical company which bears his name, died last week at his summer home north of Augusta, Mich. He was seventy-nine years old.

New Account to Sun Agency

The Dura Company, Toledo, automotive and refrigerator hardware, has appointed the Sun Advertising Company, of that city, to direct its advertising account.

C. W. Ufford Dies

C. W. Ufford, formerly business and advertising manager of the Birmingham, Ala., News, died recently at Coronado, Calif.

Mining Journal Appoints

The Colifornia Mining Journal has appointed Kettle-d'Or, publishers' representative, San Francisco, as its national representative. question of returned goods is sometimes handled by taking back merchandise and destroying it or else by recommending that dealers put on special sales, etc.

Frequently manufacturers attempt to follow dealers' stocks fairly closely through jobbers. In this way, if one territory is heavily stocked with the old line while an adjacent territory is very nearly out of it, jobbers' stocks are shifted from one territory to the other in an effort to equalize the

situation.

Wherever possible the manufacturer should make every effort to see that the new containers are on display more or less simultaneously in a territory. If he cannot do this he should introduce the new container without any fanfare to dealers who are out of stock perhaps a month before any general advertising announcement of the new container. This gives other dealers a chance to clean out the whole line and then the advertiser can announce the new line with a good news campaign.—[Ed. PRINT-ERS' INK.

Appoint Atlanta Agency

The Fulton Bag and Cotton Mills, Atlanta, textile products, and the Cabin Craft Company, Dalton, Ga., bedspreads, have appointed James A. Greene & Company, Atlanta, to direct their advertising accounts.

Joins Maison Agency

Ray C. Hudson, formerly with the Thomas M. Bowers Advertising Agency, Chicago, has joined the staff of L. G. Maison & Company, advertising agency of that city.

With "Child Life"

Earl Mitchell, formerly with the San Francisco office of Cosmopolitan, is now representing Child Life, at San Francisco.

C. E. Maxwell Joins Agency

Charles E. Maxwell, formerly with the Erskine Danforth Corporation, has joined Bermingham, Castlemen & Pierce, Inc., New York advertising agency. to bu

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Needed: Sales-Minded Leaders

(Continued from page 6)

to build an advertising appropria-

It will give advertising its real job to do of searching out profitable markets, not the impossible job that was wished on it by men who could think only in production terms.

Professor H. P. Fairchild offers this view of the future in his new book, "Profits or Prosperity?":

"It is unthinkable that a race of beings that has displayed such a phenomenal capacity for the development of a productive system, and such amazing proficiency in its operation, should be incapable of developing an equally efficient system of distribution and consumption when once it turns its attention to that problem."

He is probably right and the time for this study and development is now. When advertising men get further into such studies (and scores of leading advertising agents have been thinking, talking, and some of them acting on them for months) they are going to become very interested in the fact that machines don't buy merchandise, that 98 per cent of all individual income receivers in 1929 received less than \$5,000 and yet consumed 83 per cent of all goods and services.

They will read with great interest such fine studies of the consumer market as that made by Business Week, which shows by charts and figures who spends the money for merchandise.

Importance of Small Income Bracket

One of the significant points brought out by this study is the fact that in the peak year of American prosperity more than 65 per cent of the total value of consumer goods and services by our domestic market (this includes taxes paid and savings made by individual consumers) was absorbed by those with incomes below \$3,000 a year. It is made quite clear by this study that the consumer market is a small income

market, much more dependent upon wages and salaries than on other sources of income. The theory of wild over-spending in 1929 gets rather a shock when one sees that 86 per cent of the total food consumption, for example, was made by these same below \$3,000 a year people.

Wages as Purchasing Power

My personal viewpoint, as often expressed in these columns as far back as 1921, is that wages will be looked on more and more as purchasing power. Again the salesminded executive realizes that at twelve o'clock Saturday when the whistle blows the outgo of the payroll becomes the income of the retail store.

While individual concerns had to cut salaries and wages to save themselves, the theory of general horizontal cuts from here on seems more suicidal now than ever before.

It was on October 13, 1932, that E. T. Weir, president of the National Steel Corporation, and vice-chairman of the National Committee on Industrial Rehabilitation, told the Pittsburgh Chamber of Commerce this:

"We must improve the standard of living of our people. I am for higher wages—not lower. I have been opposed to wage reductions over the last three years and have seen no benefits from them, but harm through decreased buying capacity and the breaking down of home standards."

I asked Joseph Larkin, assistant to the president of Bethlehem Steel, how this man Weir dared to talk that way in Pittsburgh. He told me he stood high in steel circles, was an intelligent leader.

Perhaps Mr. Weir has been looking over some of the suggestive facts about consumption now being dug out by engineers, for (probably) the first time in our history.

This digging is going to have a

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GOOD COPY

To attract new customers—to inform present customers—and to make old customers proud of the connection.

These are some of the legitimate jobs done by good copy.

HAWLEY ADVERTISING COMPANY

Inc.

95 Madison Ave. New York City beneficial effect in the long run. It will, for instance, develop a number of new advertisers who have turned from being "productiononly" minded as they came up against the economic log jam. One of them was talking to me the other evening. He had just raised wages in his hosiery mills in Tennessee. It was so unusual a procedure at this time that the A. P. put it on the wires.

I asked him why he had raised

wages.
"They weren't getting much," he said. "We sell reasonably priced hosiery. For the lower scale, I thought other people working for wages and salaries would like the news. Get us some good-will."

"So your own employees," I suggested, "can now go out with their increased wages and invest some of it in your stockings to show their good-will." But no. It seems that he sells only to big retailers in thirty-five cities who put their own brands on the hosiery.

No employee can buy the product he is so keen about because it gave him a raise.

No other wage worker in Chicago or New York can buy a pair of the stockings made in a mill that raised wages in October, 1932. No good-will value in a case like this.

The hosiery manufacturer asked whether men who made private brand merchandise had ever added a line of their own. PRINTERS' INK I told him, had carried many articles on the methods used by manufacturers in making such a change without losing old customers. When he left he told me he was going to look up a good advertising agent who often played golf with Many manufacturers, like this hosiery man, are beginning to lose their worship of production as an end in itself, are becoming sales minded.

It is to be hoped that the salesminded group of executives will now take the lead in the rebuilding of industry. They and their views are badly needed.

Many competent observers, including leaders in the Taylor Society and other engineering manrun. It a numo have uctionme up
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27, 1932

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Somanagement groups, worry about some of the 'factors upon which the present activity is being resumed—wage reductions, spreading of work which in most cases (except such plans as those sponsored by Sloan of General Motors and by the Metropolitan Life Insurance Company) means lower purchasing power, a tendency toward generally lower standards of living and a consequent inadequate purchasing power.

As the latest Taylor Society

Bulletin puts it:

"They doubt the automatic creation of purchasing power sufficient to carry the volume of production which will satisfy industry as a normal activity in terms of existing production capacity, its capitalization, overhead and burden of fixed costs."

Many believe that the present recovery will go just as far as management raises wages as business gets better. Those who believe that the purchasing power of the masses should be further cut from here on seem to me to have no faith in our past or our future, when they now demand the sudden reversal of a seventy-year trend.

Manufacturers who use advertising to make people desire a better, fuller, life, and other men who depend on some form of advertising for their living, should certainly be the last to join the bitterend deflation chorus.

The times call surely and loudly for an emergence of the selling and distribution mind in our industrial leadership. It is time we stopped worshiping the fetish of bigger, always bigger, production without watching the market which is supposed to absorb that production.

Coffee Account to Hall

The Araban Coffee Company, Inc., Boston, has appointed A. B. Hall, of that city, to direct its advertising account. Newspapers and radio advertising are being used.

Dallas Agency Adds to Staff

George D. Nash, previously with the Dallas office of Tracy-Locke-Dawson, Inc., has joined the staff of Brennan, Brown & Williams, advertising agency of that city and Houston.

BUY SOUND CIRCULATION

IT is one of the prime virtues of Punch that every copy bought is bought for the intrinsic interest of its con-It offers no tents. prizes, issues no coupons, promotes no competitions to swell artificially the weekly number of its guaranteed sales. Every inch of space in every copy addresses itself to people who read Punch for its own sake, have faith in its advertising, and who have means to respond to that advertising. Ponder these facts. Now, when VALUE is paramount consideration for every buyer of advertisement space, Punch has a supreme claim to consideration. Write to Marion Jean Lyon, Advertisement PUNCH, Manager, 10 Bouverie Street, London, E.C.4, Eng.

UŠE PUNCH

Dramatizing the Sales Approach



Here's Your Key

TO THE 1933 GENUINE LORRAINE SEERSUCKER CASE

To the many morehann who have had innovating and productive experience to the Gaussian Larrentz farmacker, we have uses $\pm k_{\rm eff}$ in an innecessor farmful remaining.

7 The key for the case carried by our traviting representatives. In the

7 With this law, the combant can bound from the case when a -

placed before bins in his state.

P As you know, the vegue for Granice Envenor.

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HASPEL BROS-INC REW YORK OFFICE: 204 FIFTH AVENCE

Parameter of the sales approach is being used by Haspel Bros., Inc., of New Orleans, to open the door and prepare the mind of the buyer for the advent of the salesman with the 1933 line of Lorraine Seersucker suits

The dramatic idea is interestingly carried out and is merchandised right through to the dealer by means of business-paper advertising which adroitly works the story of the sales approach into its copy theme. In this way, dealers who are not on the customer list are tempted to expose themselves to an appealing bit of merchandising.

This is the way the plan works, through the mails, in advance of the salesman's call. The accessories are but two in number: A mailing box containing a leather key holder, with a little brass key on a chain; and a die-cut representation of the salesman's sample

The box with key is mailed first. The leather case is enfolded in a brown cardboard on which is printed, in reverse plate: "Here's Your Key to the 1933 Genuine Lorraine Seersucker Case." The message goes on to say that, guarded jealously "under lock and key," the new line is in the salesman's case, and that when the case arrives, "you may yourself open the way to new profits."

The second mailing is the diecut piece representing the case. When opened, this piece tells the dealer that the case is heading his way—"You have the key that opens the case... Polish it up... for you can expect me on or about —."

Death of Jack Slep

Jack Slep, co-publisher of the Altoona, Pa., Mirror, died last week at Phoenix, Ariz., as a result of injuries sustained in falling from a horse. He was thirty-one years old.

Edits "Psychology"

Dr. Walter W. Hubbard is now editor of Psychology, New York.

With "Smart Shoes"

Sam B. Krivet, for several years with the Boot and Shoe Recorder, in the New York territory, has been appointed advertising manager of Smart Shoes, New York.

Joins Bobart

Gabriel D. Haver has joined Bohart Advertising, New York, as a copy writer.

Advertising at World's Fair

A DVERTISING will be placed on parade before visitors to the Century of Progress (Chicago World's Fair, 1933) under the auspices of the Advertising Federation of America. This was decided by unanimous vote of the A. F. A. board of directors, which met at Chicago last week. The American Association of Advertising Agencies and the Association of National Advertisers will be associated in the project.

There will be two parts to the exhibit. One will be a general educational display, portraying the story of advertising as a whole. The other will consist of individual displays of specific advertising services, under the sponsorship, probably, of individual companies. The exact plans for handling that part of it will be worked out by a committee which is to be appointed

for the purpose in a short time. It is definite that actual selling of exhibit space, however, will be in the hands of the Century of Progress organization. The A. F. A. will promote this by "lending any encouragement and co-operation we can consistently extend," according to Gilbert T. Hodges, chairman of the board.

The exhibit will be in what will be known as the Advertising Hall of the Social Science Building.

The question of establishing a system of annual advertising awards as a local club activity, and perhaps a national tournament, were considered at the meeting. A committee was appointed to look into the matter. These compose the committee: G. R. Schaeffer, chairman; O. C. Harn, G. Lynn Sumner, John B. Gaughen and C. C. Younggreen.

GENUINE QUALIT



The owner of this house only recently returned from a long sojourn abroad. The forwarding address for Scribner's Magazine was changed four times.

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Getting Dealers to Co-operate in Sales Campaign

Junior Lamp Salesmen-Newspaper Advertising-Window Display Contests Make This a Well Co-ordinated Drive

CO-OPERATIVE campaign is now under way in Louisville, Ky., and adjacent territory with more than 200 lamp dealers working together in a "fill the empty socket" drive during the month of October. The drive is indorsed and financed by the Westinghouse Lamp Company, Incandescent Lamp Division of the General Electric Company, all of the distributors representing these two manufacturers in the territory, and the Louisville Gas & Electric Company.

It is under the direction of an executive committee composed of thirteen executives of the sponsoring companies and local associations interested in its success.

This co-operative sales event is the result of an idea developed by Robert Montgomery, vice-president in charge of sales of the Louisville Gas & Electric Company, which some years ago adopted a nonmerchandising policy at the request of electrical dealers.

In 1929 the dealers were asked if they could get together and put on a campaign to sell Mazda lamps house-to-house to all of the util-ity's customers. The dealers investigated and reported that they were afraid that the job couldn't be done by them. As a result, Mr. Montgomery planned to have his company conduct such a campaign.

High school and university students were used as Junior Lamp Salesmen, trained to recommend good lighting and sent out to sell inside frosted Mazda lamps of varying size and of proper voltage.

The campaign succeeded and was repeated in 1930 and 1931. Residential customers only were solicited and commercial and industrial lamp contracts with dealers were not disturbed. Although they were sales campaigns, the primary purpose was one of education, and dealers reported their own sales throughout the year were increased as a result of the activity which had

been held each July and August. The success of the three campaigns convinced the dealers of the soundness of the plan. At their request, the summer campaign was abandoned this year and plans were



This Newspaper Advertisement Features the Junior Lamp Salesmen

made to hold a co-operative campaign in October. This month was selected because the hours of lighting materially increase at this time of year and people are preparing their homes for the winter.

Meetings with distributors and dealers were held. The Louisville Gas & Electric Company agreed to devote its regularly scheduled promotional advertising to the campaign, to furnish dealers with cards bearing the names and addresses of customers and to supervise the activity with the experience obtained in preceding years.

It was expected that all retail lamp outlets would participate as a matter of course, with maybe Oct.

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retail ate as maybe twenty-five or thirty dealers agreeing to employ Junior Lamp Salesmen and to solicit house to house. Actually, 125 dealers asked for house-to-house territory.

The city was divided into 125 districts and the dealers were given cards bearing names and addresses of customers. These cards give an advantage to the Junior Salesmen in that they can address the customer by name.

Each dealer has been instructed to have his salesmen make a report on each card of his results with the customers. This report may say, "Not at home," "No Sale," or the number and size of the lamps bought. If "No Sale" is reported, the reason is obtained.

The dealers are employing about 300 Junior Salesmen, most of whom are students, paying them from 10 to 15 per cent commission.

These salesmen are provided with felt arm bands on which is lettered, "Junior Mazda Lamp Salesman." At a "final instruction" meeting, the salesmen witnessed an actual sales demonstration, with the homemaker putting forth all of

the sales resistance possible, made by one of the champion juniors in the previous summer campaigns.

The salesmen were also taken through a model home at the architects' exhibit in the city for instruction in the sizes of lamps to be recommended for various fixtures.

The utility's newspaper advertising featured the Junior Salesman in the illustration of one of its advertisements and by the following phrase in all of the others: "Watch for the Junior Lamp Salesman with the blue and white basket and the blue and white arm-band."

About 125 dealers are tying-up with the campaign by window displays, paying for their own material and installation and competing for cash prizes. Cash prizes are also being offered for sales results.

The utility company is spending a little more than \$3,000 for advertising. The lamp manufacturers are furnishing the window display prizes and the distributors are contributing the sales prizes. Some of the dealers are using direct-mail advertising material and telephone solicitation.

YORK

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers, and fenders, automobile and truck bodies, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing, cement, false teeth, etc.—AND IS AN ACTIVE TWELVE-MONTH MARKET.

THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 45th St., New York 58 Sutter St., San Francisco 360 N. Michigan Ave., Chicago

A Fleet of Traveling Kitchens



A MERCHANDISING plan that is to educate women to the appreciation of the "1933 All-Electric Magic Kitchen" has been inaugurated by the General Electric Company, according to P. B. Zimmerman, manager of the company's refrigeration department.

An order has been placed for a fleet of "kitchen coaches."

The new kitchen coach, with its modernly designed exterior, carries the model 1933 kitchen, scientifically designed to lighten the work of the average housewife with electrical appliances so placed as to permit a maximum flow of work with an absolute minimum of effort.

Included are a G-E electric re-

frigerator, stove and dishwasher. In addition, the coach carries a Monel Metal sink, an electric exhaust fan, an electric clock, toaster, percolater, wasfle iron, flat plate ironer, washing machine, radio, sun lamp, vacuum cleaner and other small table appliances. The coaches will be equipped, also, with planning desks.

Before the order for this fleet was placed, a test coach was sent into the field and used by distributors of refrigerators and ranges for six months.

During the six-month test period, more than 100,000 persons passed through the display coach and many prospects were obtained.

Government Employees

DETROIT TRUST COMPANY DETROIT

Editor of PRINTERS' INK:

If the information is quickly available will you kindly tell me the number of employees in the United States Government? This might be segregated by departments, such as the Post Office Department, Department of Agriculture, etc.

HOWARD E. JACKSON, Industrial Division.

THE United States Civil Service Commission issues "Inclosure 26895." This gives the number of "officers and employees in each branch of the Federal executive civil service" as of June 30, 1932.

This list shows a total of 578,231. It does not include legislative nor judicial services, nor the military, naval, marine corps or coast guard

services, nor the Government of the District of Columbia.

According to these figures, the total number of Civil Service employees has been cut down from the 606,368 who were listed as of December 31, 1931. This list is broken down into departments.

The Department of Agriculture employs 27,351 people and the new Reconstruction Finance Corporation has already employed 1,273 men and women. The Department of the Interior has 20,486 on its payroll, 17,172 of whom are outside the District of Columbia.

It certainly requires a lot of people to keep the rest of us straight. And still we wonder why taxes are so high!—[Ed. PRINTERS' INK.

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If Mr. Batten Edited P. I.

N. W. AYER & Son, Inc. Philadelphia, Pa.

Editor of PRINTERS' INK:

This is another of those letters—I suppose you receive lots of them—expressing a subscriber's regard for the Printers' Ink Publications. Perhaps I can outdo most subscribers, however, by saying that my letter of commendation might very well be signed by several hundred other Ayer men; certainly your publications are thoroughly read in this organization if the attempts to steal my copies are a criterion.

It is probably true that an ambition of every writing man is to

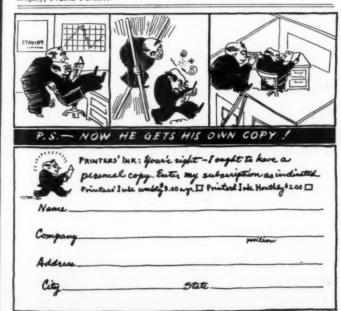
Four directors were re-elected at the annual meeting of the Agricultural Publishers Association at Chicago last week. They are: Dr. Tait Butler, Progressive Farmer and Southern Ruralist; Fred Bohen, Successful Farming; Marco Morrow, Capper's Farmer; and C. V. Gregory, Prairie Farmer.

edit a magazine or a newspaper. He knows (Divine Instinct!) exactly and unerringly how he will handle articles, illustrations and make-up. Well, if I were suddenly and inexplicably to become editor of PRINTERS' INK I believe I should keep it precisely as it is—newsy, readable, instructive and well printed.

Let me make one reservation. The Weekly would have in every issue one solid page of terse, amusing and tart comments upon the advertising scene. Sometimes a pungent paragraph will outdo an article in effectiveness.

H. A. BATTEN, Vice-President.

Joseph Madigan has been elected president of the Ohio Circulation Managers' Association. Ben Hoffman is vice-president, and Lewis Mottice, secretary-treasurer. Directors include John A. Flood, Walter Hoots, Earl C. Merideth and T. S. Moorehead.



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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC.
Publishers.

Office: 185 Madison Avenue, New York City. Telephone: AShland 4-650. President, J. Romer; Vice-President, Roy Dickinson; Vice-President, Douglas Taylor; Secretary, R.W. Lawrence; Treasurer, David Marcus.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager. Pacific Coast: M. C. Mogensen, Manager. Sau Francisco, Los Angeles, Scattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor G. A. NICHOLS, Managing Editor ROY DICKINSON, Associate Editor C. B. LARRABER, Associate Editor BERNARD A. GRIMES, News Editor

E. B. Weiss
H. W. Marks
S. E. Leith
Allen Dow Masson

Chicago: P. H. Erbes, Jr. London: McDonough Russell

NEW YORK, OCTOBER 27, 1932

A Rallying Call for Publishers It is a great thing for the country, just as George

president of the Chicago Association of Commerce, told the Inland Daily Press Association in Chicago last week, that the press is everlastingly on the alert to keep people from forgetting the rising cost of government. If this were not so, the nation would eventually go bankrupt—which is the inevitable penalty of constantly spending more than one makes.

Any recital of the figures having to do with this governmental spending orgy is an old story. Yet every time they are brought out the effect is dramatic and startling.

Take, for example, these two sentences from Mr. Rossetter's address to the publishers:

"Before the war had multiplied our financial burdens, \$735,000,000 covered all the operations of the Federal Government. In the fiscal year just closed these operations cost slightly more than \$5,000,000,000,000."

There is something to worry about—especially in view of the fact that the national cupboard is bare and that, in a frenzied effort to replenish it, raids are being made on the accumulated wealth of the nation, or what is left of it.

The press has been alert, just as Mr. Rossetter said, and the publishers are to be felicitated, even though they are trying to save their own hides along with the others.

But the exposure of this mighty evil has been more or less sporadic. An editor reads one day that while the population of the country was doubling, the cost of all kinds of government had increased seventeen times. He sees that for State and local government we are now paying the prodigious sum of \$14,500,000,000.

Then he puts his artillery into action, and the politicians have to squirm and dodge all the more.

But why not organize the thing? If the press would function as a unit the lid would be blasted off in short order, and a showdown would be forced.

We understand that Frederick E. Murphy, publisher of the Minneapolis Tribune, is working out a plan to induce publishers to act as one in organizing and executing a campaign on this great national emergency which shall shake the people into a knowledge of what is actually going on. This is well; that doughty warrior of the Northwest can make the feathers fly when he gets into action. If he decides to head the movement it will be well headed-and voters will know a great deal more about extravagance and tax-eating than they know now.

A mere recital of the figures, as given by Mr. Rossetter, is more than enough to keep one furious for a month. But the sun should not be permitted to go down on such righteous wrath. The exposure should be continuous and the effects cumulative.

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private, is being destroyed. The accumulations of years of effortand of brains and ability-are being seized. The nation is being devoured by the cost of ruling it.

If all the editors of the country could see the sheer enormity of this thing and then unitedly use vigorous English in exposing it, maybe the sacking would stopmaybe.

If it doesn't stop pretty soon, we

may as well all quit.

When the news-Rolling paper correspon-Bones dents whose job it is to report the dreary doings at Geneva first suggested dice rolling to speed up the settlement of great international questions, it was reported that some of the League membership rather approved the principle.

Soon after, E. Haldeman-Julius, publisher of the little blue books from Girard, Kans., now Socialist candidate for Senator in his State, suggested to his rivals that they throw dice for the job, saving

much money and time.

There seem to be constitutional difficulties in the way of this pro-

However, the idea has possi-

It would seem sensible, for example, for those scores of manufacturers who have made selling and advertising plans but who are waiting for the "right time" to launch them, to roll the bones to see if they start on November 1 or 15.

Probably no man would ever get married or start advertising if he waited until he was finally and absolutely ready and all circumstances were completely propitious.

If the ponderous and solemn members of the great League didn't resent the newsman's idea, surely no manufacturer could object to leaving to chance, as decided by the galloping ivories, the time and hour of his starting aggressive business seeking.

Continual holding back of plans, wasting of the time of scores of people who suffer from last minute postponements, is causing hardship where it is unnecessary.

Some way must be worked out to decide starting dates. Who has the dice handy?

As each depres-Let's Have a sion year drags itself to a close Revolution a highly vocative section of our writing men predicts revolution. Depending entirely on the color of thought of various writers, revolution is pictured as highly imminent or at best in the not too distant future.

And now Railway Age, that conservative representative of a conservative industry, takes up the cry and demands a revolution. As is to be expected, its cry is based on sound common sense, a commodity not too plentiful among the radical

revolutionaries.

"The revolutions needed," it says, toward conservatism. toward radicalism; toward less and better government, not toward more government; toward better managed business, rather toward bigger business merely

This is a revolutionary manifesto to which American business can and should subscribe heartily.

Newspapers Dr. Morris Fishbein stated Are So cently that "we Selfish! (meaning the American Medical Association), do

not believe that doctors should advertise because extensive surveys have shown that it does not pay." You wouldn't, he inquired, want anybody to use advertising if it didn't pay, would you?

There is no special point in mentioning that the Illinois State Medical Society, right in the Doctor's backyard, recently completed a thorough study of medical and health advertising. That this study showed that at least two campaigns by medical groups—Winnebago County and New York—had been definitely successful; the failure of the others, it was established, was due to ill-conceived advertising technique. That, therefore, the Council of the Illinois group unanimously voted a recommendation that paid advertising be recognized as an ethical medium for education by county medical societies.

point in mentioning all No that, because the Doctor has a second reason. Do not newspapers. he asks, pay money for features teaching people how to play contract bridge? If it is the newspapers' duty to do that, it is equally their duty to educate the public regarding health and the prevention of disease.

So-o-o-o. Doctors should not pay for educating the public in matters of health because (1) it doesn't do any good; and (2) there shouldn't be any charge for it. Presumably these two points are reconciled by a theory that the mere fact of payment for such education renders it useless.

Meanwhile, out of 120,000,000 people, the doctor gets as his patients the 1,000,000 who are suffering pain and who should, most of them, have been treated years All because publishers are so selfish. It would mean nothing to doctors in a material way, of They never make any charge for their services in connection with the prevention of disease. That is, apparently, all except our doctor.

The A. B. C.'s "But for this support by 120 national adver-Advertiser could not exist."

This sentence, taken from the report of P. L. Thomson, president of the Audit Bureau of Circulations, made at that organization's annual convention in Chicago last week, has a story behind ita pleasing story that we like to tell in these hard days when everybody is supposed to be fighting for himself alone and heaven help the hindmost.

Mr. Thomson was referring to the advertiser members of the Bureau. These are paying from \$60 to \$240 a year each for membership.

The main burden, of course, is

carried by the publisher members; they organized the Bureau for the advertisers and are letting the advertisers control it. The cost to them is considerable, but they like it: the Bureau is worth something to them.

These 120 advertiser members, though, are paying for something they could get for nothing. reason is the "wider circulation of A. B. C. reports by publishers (quoting from Mr. Thomson) at no cost to advertisers."

Money talks, we are told. These advertisers (all advertisers, for that matter) believe in the Bureau's principles and are not backabout saying so. though, they pay money for something publishers would gladly give free, they are expressing their indorsement in eloquent and understandable terms.

At that, the advertisers are doing nothing more than they should do, and in saying this we are not detracting a bit from the praise that is due them for their commendable action. Accurately audited circulation, hedged about by wise rules, is as beneficial to the user as to the seller.

Even so, they must be admired as good sports who are willing to back up their principles with cold cash.

"A Wonderful Pair"

DENTAL SURVEY, INC. MINNEAPOLIS

Editor of PRINTERS' INK:

The article, "Getting Professional Men to Recommend Your Product," from your October 20 issue, is one of the most sensible articles of its kind I have ever read.

I suppose that in publishing a maga-

I suppose that in publishing a magazine such as yours, your job is, to a certain extent, almost as thankless as that of any other publisher. He goes ahead getting out the best magazine he possibly can and is rather disappointed that he doesn't get mail sacks full of swell comments on it.

I don't suppose I have ever taken the trouble to write PRINTERS' INK telling them what a wonderful pair of magazines they publish, but I have been subscribing to the Weekly for more years than I like to remember and have been on the list for the Monthly ever since its first issue. first issue.

H. B. WHITING. Vice-President.

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27, 1932

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He brought down the house

Samson heaved his mighty shoulders and down came the temple...completely destroyed.

Some advertisers today, in attempting to "bring down the house" by insincere and sensational methods, are destroying the very thing they seek to build up . . . the belief and trust of the public.

Newell-Emmett has found that this kind of commercial cunning is not necessary to success through advertising.

Every manufacturer has an honest message about his product that he wants to present to millions of buyers. We are developing such messages every day for a limited group of advertisers . . . using imagination without chicanery . . . selling without browbeating,

That our clients are not only satisfied, but successful with these methods, is shown by the fact that Newell-Emmett continues to serve them year after year.

Newell-Emmett Company

Advertising . Merchandising Counsel 40 EAST 34TH STREET NEW YORK

"NOT HOW MUCH, BUT HOW WELL"

For Piffle For Profit

?

Do you read a business paper to be amused?

Do you read a business paper for light entertainment?

Do you read a business paper for piffle-or

Do you read a business paper for profit?

You won't get what Broadway calls a "belly" laugh out of an entire issue of PRINTERS' INK MONTHLY. You won't find light entertainment except in "dessert" portions. And—if we may be permitted to say so—you won't find pages of piffle.

But if you read a business paper for profit—if you expect to find sound merchandising ideas, sound selling ideas, sound advertising ideas—then PRINTERS' INK MONTHLY won't let you down.

That's our editorial platform. Every plank firmly nailed in place.

Do we live up to it? Read the table of contents on the opposite page. Check the titles of those articles you want to read. What's the answer?

The coupon is convenient if you answer right

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Printers' Ink Monthly-November, 1932

Give the 1933 Advertising Budget a Fighting Chance
Announcing a New Model to Dealers
The Pros and Cons of Agency Speculative Plans. Bernard A. Grimes
Cutting the Cost of Cuts. George T. Armitage
The Photographer Pulls Rabbits Out of His Black Box 2 Edward Molyneux
The Future of Advertising Agency Service
Aviation Quits Stunting. R. J. Dudley
Building a Sales Manual for the Small Company. L. E. Barnes 3
How 3,000 Consumers Rated 499 Advertisements. Carroll Rheinstrom 3
Afraid to Sell! Roy Dickinson
What Advertisers Are Doing to Lower Postage Expense. E. B. Weiss 3
Big Ben Becomes a Beau Brummell
Can You Pick the Winner?
Four Ideas from Four New Packages
Reaching Future Housewives
These Letters Pan Jobbers' Salesmen and They Like It 4
Four More Answers to: Why Doesn't Your Copy Quote Price? 4
Copy That Stirs Dealers to Action. Ralph Crothers 4
Dealer Helps of the Month
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A Case Study of Small Space vs. Large Space. John O. Nilan 5
Don't Blame "Price-Chiseling" on Purchasing Agents. Lee J. Bussmann 61
12 Tricks That Add Interest to the Booklet. B. F. Berfield 62
We Borrowed an Automotive Selling Idea. Louis H. Brendel 60
Altruistic Window Displays. Allen Dow
How to Recognize Type Faces. Thomas B. Stanley
Pied Typer

PRINTERS' INK MONTHLY, 185 Madison Ave., N. Y. C

Please send me Printers' Ink Monthly for the next year beginning with the November issue. I'll expect you to send an invoice for \$2.00 to cover my year's subscription.

(position)

Street_

City and State__

The Little Schoolmaster's Classroom

A DIVIDEND check without some sort of an advertising leaflet enclosed is a rarity today. And most of these enclosures somewhere include a plea to the stockholder to "buy the products of your own company." The appeal is frequently selfish and the advertiser neglects to tell the stockholder why the products of his company are any better than any others.

Joseph Wilshire, president of Standard Brands, Inc., this month

Joseph Wilshire, president of Standard Brands, Inc., this month is asking stockholders to "help us get a 300,000 pound order for Chase & Sanborn's tea." But he doesn't base his appeal on "it's money in your own pocket."

"As a stockholder of Standard Brands myself," he says, "I frankly admit that quality is the only basis on which I could be persuaded to do my bit for this 300,000 pounds of profitable tea business. So let me tell you about Chase & Sanborn Tender-Leaf Tea." And then he proceeds to do just that. He tells why this tea is good tea. He proceeds to sell it, not to plead "for the sake of Dear Old Standard Brands."

Mr. Wilshire asks the stockholders to "try it—and if you like the blend, I believe you will want to serve Chase & Sanborn's Tender-Leaf Tea regularly in your home."

This, the Schoolmaster believes, is a sensible appeal. Just because a man or woman has invested some money in a company it does not follow that he will consume its products. It doesn't seem to occur to some corporation presidents that perhaps the stockholders haven't any use for the product, don't want it or don't like it. Buying habits and preferences aren't automatically changed with the purchase of a share of stock.

Recently the Schoolmaster was glancing through an automotive business paper and was interested in seeing pictures of nine oldfashioned automobiles. There was, for instance, a 1909 Buick, a 1911 Auburn, a 1913 Chevrolet and a 1910 Oldsmobile. The pictorial display was an interesting gallery of

bygone cars.

The interesting feature, however, was that this was being used as a page testimonial by the New Departure Manufacturing Company, manufacturer of ball bearings. The company was pointing out that its product has been used by the various manufacturers for a number of years and instead of saying, "Buick has used our ball bearings for twenty-three years," it shows a picture of a 1909 Buick and lets the reader draw his own conclusions.

As most advertisers know, there is a great antiquarian consciousness growing up in the American people. They have suddenly found out that they have a history and, along with the popularity of Godey prints, readers of all sorts of publications like to see antiques. Therefore, New Departure was making an excellent tie-up with this interest and at the same time giving a new twist to testimonial conv.

Harold E. Taylor, manager, ad-

vertising and publicity, The American Insurance Company, relates an interesting incident to the School-master which seems to controvert at least two pet ideas of the feverish admen.

Says Mr. Taylor:

"Several years ago our organization purchased a small company located in the South, whose business was limited to that area. We wanted to extend its field nationally, and the problem was what to say in paid space. It was not 'bigger' than others; it wasn't 'older'; nor was it really 'better' than many others. It was just a good, small company.

"And so, having nothing particular to say, we said nothing. We ran a series of advertisements in national trade journals, containing pictures and descriptions of old Southern cities. We played on 'the lure of the South for the Northerner.' The only reference to the The whice Page mula tire :

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Clear All Wires

THIS new Spewack play which follows the Front Page and Broadway formula is chock full of satire and excitement.

All wires are cleared for big manufactured news in the play.

When the business news is good in real life as it is now, wires, desks, and minds are being cleared for action.

No more cluttering up of minds with fears, prejudices and vague worries.

Whether the world turned the corner last month or is just making the turn now, thousands of business men are beginning to wonder why they ever thought no turn was ever going to be made.

Slightly ashamed of their past fear and apprehension, they are substituting sanguine expectation for the incorrigible despair of ninety short days ago.

Men are making advertising and sales plans for 1933 now who were crawling into the cyclone cellar in June, manufacturers are listening almost in amazement as bankers talk a new credit language and actually urge them to go out after more business.

"Let's get started" has displaced "isn't it awful?"

Advertisers large and small, who have been reading the PRINTERS' INK Publications with even more intense interest during the last three years for the business building ideas they have found there, are receptive now to advertising plans which will help them go forward.

The way to reach them with your timely and progressive sales message is by advertising in the pages of

PRINTERS' INK PUBLICATIONS

EYE and EAR

ADVERTISING TALKING MOTION PICTURES

THE new Talking Motion Pictures for national advertisers, originated and produced complete in our Hollywood studio dramatize an advertising message with an interesting and definite sales appeal.

Advertising Talking Motion Pictures may be in any language, and screened in a group, or groups of selected theatres in the United States and foreign countries.

Consolidated Talking Motion Pictures are shown in accredited theatres following the newsreel or features, and they may be institutional in character or created for a definite dealer tie-up, with local names and addresses an integral part of the picture.

CREATED and PRODUCED in OUR OWN STUDIOS BY TRICK PHOTOGRAPHY ELIMINATING the HIGH COST OF SENDING CAMERA and SOUND EQUIP-MENT TO YOUR PLANT.

OUR studio is manned with a complete creative and technical staff, and the mechanical equipment is the very best for the production of pictures of the highest artistic and advertising merit right IN our studio at a triling cost. For special subjects and "atmosphere" the wealth of Hollywood talent and material is available for assistance in the creation of dynamic advertising pictures.

Get the story of the new, high class, low cost, advertising "talk-ies" today. Mailed without the slightest obligation, and you will NOT be contacted except upon request.

CONSOLIDATED ADVERTISING CORPORATION, Ltd.

6640, 46 Santa Monica Blvd. Hollywood, California, U.S.A. company was the logotype at the

"The reader's eye was attracted by the illustration; he read through the interesting non-commercial copy and eventually came to the signature. 'Mighty nice of them to give us this stuff,' he would say. 'This is real altruism; why, they don't say a word about themselves! Must be that every-body knows all about them, and any claims would be superfluous. It must be my fault that I never heard of them before!'

"Today that subsidiary is almost as well known and well liked as the parent organization, yet never has a superlative been printed in paid space."

In Los Angeles, Calif., an ordinance has just been passed which should be of interest to a great many manufacturers. If other cities follow the lead of the City of the Angels, a lot of companies' high-pressure dealers will find themselves forced to change their sales tactics.

This ordinance is aimed at the practice of offering standard merchandise at prices below wholesale cost and then limiting sales to one or two to a customer. It requires the seller to sell any part or all of such merchandise to anyone who may wish to purchase in quantity. It also makes it unlawful to make the purchase of one item contingent upon the purchase of another.

This would make it impossible for a dealer to advertise a certain product at 1 or 2 cents and then force the customer to buy something else in order to take advantage of the low price.

The Schoolmaster has read with interest almost every issue of the Remington Weekly Letter, which is a page advertisement addressed to the hardware trade in a hardware paper. The letter is always signed by Saunders Norvell, president of the Remington Arms Company, Inc.

Mr. Norvell doesn't hesitate to write long copy but his copy is never uninteresting.

For instance, he recently discussed the new model 32 over-andSchoolr advertis guns b quite the discussing He r since been over-ar adds the vorite

Oct. 2

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manufacturer of a product which has health value to get in wrong with physicians and dentists is to give the impression that he is rec-

under, two-barrel shotgun. The Schoolmaster has read a number of advertisements on over-and-under guns but none of them has had quite the interest of Mr. Norvell's discussion.

He points out that his company since before the Civil War has been manufacturing vestpocket over-and-under derringers, and he adds that although they were fa-Mississippi gamblers they still keep on selling. In this way Mr. Norvell is able to add a lot of interest to the sales message and at the same time tell a real story for the new Remington product.

In these days when sales are none too easy to get, it is surprising how many companies seem to go out of their way to create illwill. The best sales letter in the world may have a lot of its value removed by a careless girl in a reception room or by an impudent office boy.

F. G. Steiner, the Cicero Chemical Company, Chicago, writes the Schoolmaster of experiences he had in the offices of five Chicago companies.

He was out to buy certain packing materials for his company. In the first office he got no farther than the office boy. In the second a man was too busy writing in a ledger to talk prices. In a third he got samples but no sales talk. In the fourth it was so obvious that he was intruding that he did not even state his business. In the fifth he got as far as discussing a certain product in 25 gross lots. He says,

"We won't deal with any of these people unless forced to do so. Not one of them had the courtesy to ask my name or the name of our company. Well, perhaps the depression is over and small orders from a new company that was not asking for credit are not wanted." The moral is obvious.

One of the easiest ways for the

Cartoons

Or Cartoon-Style Drawings

In the exciting hullabaloo of present-day existence a stodgy advertisement makes about as much impression as a peanut-stand whistle on election night.

Today, to attract the attention of readers, advertisers must offer as lively and human a presentation as any met with in the non-advertising portion of a publication. The talent responsible for the non-advertising attractions is available through us for advertising assignments.

Ask for list of cartoonists and popular writers. We will gladly cooperate in developing an idea and plan.

Fred A. Wish 12 E. 41st Street, N. Y. C.



Kellett Giro Sky Ads

SENSATIONAL ADVERTISING COUP Autogiro tows banner with

9-Foot Letters

which do not ripple!

Maximum attention value.

Reasonable cost.

Great publicity for any product. Why not yours?

Write for photos, details.

KELLETT AUTOGIRO CORP.

Atlantic Bldg. Philadelphia, Pa.

WANTED Advertising Man

who is experienced, self-supporting and who has one or more fair-sized accounts of first-class credit, but who feels he would have a better opportunity for his and their development with a medium-sized aggressive N. Y. agency of experienced personnel and fine reputation.

To this man we believe we can offer advantages to himself and his clients he does now possess. Communications will be held strictly confidential.

Address "A," Box 218, Printers' Ink

IF YOU CAN SELL POINT OF SALE ADVERTISING

—and if you are sufficiently confident of your ability to work on a generous commission basis—without a drawing account —a well-known Eastern lithographing company will co-operate in making your ultimate income as large as you wish.

We want no peddlers. If you are now selling displays on an intelligent service basis—or if you are an advertising man who can apply his brains and experience to the point-of-sale problem, write us fully of your experience. Members of our own organization know of this advertisement. Address "B," Box 219, Printers' Ink.

VOTE FOR EGYPT (South Illinois)

You may lose a vote in the national election, but you will never lose money on an advertising campaign in Southern Illinois in

EGYPT'S ASSOCIATED DAILIES

Secretary-Marien, III.

ommending self-medication to consumers. Self-medication smacks too much of the patent medicine to find any acceptance among doctors.

For that reason a simple onesentence announcement by the Mellin's Food Company is unusually interesting as indicating the trend among manufacturers of ethical merchandise. This announcement appearing in the medical press says, simply, "We have decided to discontinue all formulas for infant feeding on labels and in lay advertising."

A number of ethical companies have found that they are treading on dangerous ground even in the preparation of directions. Where directions for use are necessary the company should be very careful indeed to avoid any impression that it is recommending self-medication.

The Schoolmaster can readily understand that Class member Clif-ford De Puy, publisher of a group of Western banking journals, may be troubled with frequent mispronunciations of his name. The Schoolmaster himself is inclined to say it more or less as it is spelled, but that, it seems, is not the proper interpretation. Unlike many persons who possess nomenclatures of ambiguous pronunciation Mr. De Puy has taken steps to correct the evil.

His business card is unique in the first place because it carries his name in the form of a reproduction of his own signature. Below the script is printed, for the benefit of the uninitiated, the legend "pronounced De Pew."

Will Advertise New Refrigerator Unit

Sanz of Canada, Toronto, a new company, will produce and market Sanz, a refrigerator unit for correcting food odors. Mitford Advertising, Idd., Toronto, will direct its advertising account. Newspaper and radio advertising will be used during the fall.

TORONTO HALIFAX MONTREAL WINNIPEG LONDON, E--- "GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited

CANADIAN ADVERTISING AGENTS

REGINA CALGARY EDMONTON VICTORIA VANCOUVER Oct. 27

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GARY ONTON ORIA OUVER MAIL ORDER SPECIALISTS
Display and Classified ads written—
Inserted All Magazines, Newspapers
MARTIN ADVERTISING AGENCY
171A Madison Ave., New York, Est. 1923

BUSINESS OPPORTUNITIES

ADVERTISING AGENCIES

BROKERAGE HOUSE WANTS NEW ITEMS IN FOOD PRODUCTS LINE FOR NORTHERN CALIFORNIA. Address: Brokers—86 Beale Street, San Francisco, California.

Established manufacturer selling industrial line has closely related product suitable for household use. Seeks organization capable of handling consumer distribution. Box 603, Printers' Ink.

PUBLISHER will supply Chicago office for trade paper or business journal. Competent staff available for advertising, circulation, editorial, news, if desired. Nominal expense. Box 599, Printers' Ink.

Selling Agency Wanted. Established New York Window and Counter Display concern, serving the foremost national advertisers, will act as selling agent for manufacturers of metal displays and advertising novelties. Box 594, P. I.

EMPLOYMENT SERVICES

BUSINESS PERSONNEL ASSOCIATES 110 W. 42nd St. New York Wis. 7-7188-Men-EMPLOYMENT CONSULTANTS-Women OFFICE, SALES, ADVERTISING, TECHNICAL, EXECUTIVE and CHAIN STORE PERSONNEL

HELP WANTED

SUBSCRIPTION MEN with car—New York, Phila., Boston, Providence districts. Young, aggressive, reliable. Unusual earnings straight commission. Send full details and credentials. Box 604, P. I.

ADVERTISING MANAGER WANTED Large chain; headquarters in Middle West; retailers ladies' novelty shoes at popular prices. Experience in same field desirable. Age about 30. Give full details; send samples of work; salary desired. Box 602, Printers' Ink.

WANTED BY LARGE OIL CORPORATION: Live-wire editor for tabloid newspaper to circulate among filling station dealers. Must have sales viewpoint, ability to write sales articles—bandle layout and production of paper, originate new dealer sales ideas—automotive experience necessary.

ideas—automotive experience necessary.

Give age, photograph, past experience, religion, salary expected. Box 596, P. I.

MISCELLANEOUS

THE RADIO CRITIC, published monthly, tells which air programs deliver entertainment and vice versa. Indispensable to sponsors and advertising agencies. \$1 for 6 months; single copies 20c. 465 So. Detroit St., Los Angeles, California.

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75 First Forms Close Friday Noon; Final Closing Saturday

FOR SALE-Printers' Ink Library,

bound, containing every copy of Printers' Ink Weekly back to year 1918. Price \$60. Very valuable for reference for agency which lacks such library. Box 606, Printers' Ink.

POSITIONS WANTED

VERSATILE COPY-IDEA MAN—Experienced oil burners, foods, perfume, motion pictures, department store, direct mail. Extremely adaptable, sound seasoned judgment, married, 34. Box 598, P. I.

LAYOUT MAN, agency, printing, and industrial experience.
Unusual skill in typography, engraving and production. Moderate salary. Box 595, Printers' Ink.

Young Married Man NEEDS Job! Agency experience copy, layout; consumer, trade accounts. Executive ability. College man, Christian. Salary \$30 start. Opportunity advancement. Box 593, P. I.

YOUNG MAN, well educated and experienced in copy, layout and direct mail, desires position in New York or Philadelphia area. A clear thinker of good judgment and common-sense ideas. Age 27; single. Moderate salary. Box 605, P. 1.

COPY AND PLAN MAN
Rapid, forceful writer. Ability to plan
and produce complete campaigns—general
advertising, direct mail, sales promotion.
Excellent background. Nominal salary.
Box 597, Printers' Ink.

Marketing Research Executive
Woman with eight years' experience in
one of the largest advertising agencies
would like a position in a smaller agency
with opportunity to develop a research
department. Box 592, Printers' Ink.

ADVERTISING AND PROMOTION MAN—Proven ability to develop new markets and make reduced budgets produce sales. Thorough experience dealer and salesmen co-operation, direct mail, house organs, sales contests, publicity, copy, production, etc. Box 600, P. I.

MERCHANDISING WOMAN and AGENCY ACCOUNTANT

An unusual combination—with years of experience in one of the largest advertising agencies, where she handled book-looping and credits. . . .

She has further broadened her field by participating in the merchandising activities of a nationally known organization.

Knows both the manufacturing and wholesale fields.

Pleasing and forceful approach.

ful approach.

Available now. . . . Ready to start at once. Box 601, Printers' Ink.

Needed: Sales-Minded Leaders

PRIN

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You need printing!

OF COURSE

Let's get together!

Charles Francis P r e s s

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461 Eighth Avenue

NEW YORK

PRINTING CRAFTS BUILDING

--nearly everyone does. But what KIND of printing do you need;-that's the question?

You can't simply say that printing is printing and let it go at that. Think of the difference between the fresh-laid egg and that of yester-year!

And there's a whale of a big difference between printing--of the sort you love to look at --and the "run-of-themill" variety.

In emphasizing your need for printing, what we mean to coyly suggest is that you really need Charles Francis Press printing.



DRUG STORES

DURING THE FIRST NINE
MONTHS OF THIS YEAR
PLACED TWICE AS MUCH
ADVERTISING IN THE
CHICAGO TRIBUNE AS
THEY PLACED IN ANY
OTHER CHICAGO NEWSPAPER, AND MORE THAN
IN THE FIRST TWO EVENING NEWSPAPERS COMBINED.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 E. 42nd St. Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg. San Francisco, 820 Kohl Bldg.